

Township Extends Welcome

## Berkeley Savings, Sprouse-Reitz Opening Set Saturday In Centerville



**CONGRATULATIONS**—On opening of new home of Berkeley Savings & Loan Association in Centerville are extended by Supervisor Kent Purse (center) to President E. Ronald Long (left) and Manager Fred Richardson. Purse represented county at luncheon tendered to 100 community leaders last Wednesday by Berkeley Savings. (NEWS-REGISTER Photo)

## Decoto Water System 'Face Lift' Pledged

An official of the Citizens Utilities Co. this week promised Decoto will get better water service from the company within a year.

T. H. Underwood, general manager for the area, said plans call for elevating the hillside tank which serves Decoto, and installing larger pipes in some sections.

Underwood estimated this would increase pressure to 30 pounds per square inch. Low pressure has been the cause of numerous complaints against the company.

"We can't do it overnight, so please bear with us," he added.

Underwood also denied the company has ever refused to serve subdivisions. He said Citizens Utilities has "assured all subdivider we can serve any size tract they want to put here."

Underwood and other water officials were invited to a session of the Decoto Chamber of Commerce to answer questions on the future of water service for the town.

Chamber Pres. Al Ferreira asked if the facilities were improved "would you have to ask for a rate increase?" Underwood replied "not on the basis of improvements presently contemplated," but hedged:

"We got only a small increase last year. If we asked for another one three years from now, you might consider it within reason."

Ferreira and Paul Shields asked if it was true that one subdivider took his tract into Hayward because Citizens Utilities told him it couldn't supply his needs at the moment, "and

(Continued on page 6)

### SPECIAL OFFER!

Once again we are sending a copy of the NEWS-REGISTER to everyone in Washington Township who receives mail. The reason we want everyone to become familiar with this fine community newspaper.

Regular subscription price of the NEWS-REGISTER is \$3 a year. For a limited time, we are offering a year's subscription for only \$2. The offer expires December 20.

Don't miss this opportunity to get ALL the local news, to learn about the doings of your friends, the organizations you belong to — CONVENIENTLY PACKAGED for easy reading and delivered every Thursday, 52 times a year.

Don't delay! Subscribe TODAY. And remember, the NEWS-REGISTER makes an ideal Christmas gift. Clip this coupon and mail to P.O. Box 695, Centerville.

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TOWN \_\_\_\_\_

## DEVELOPMENT ISSUE-SEE SPECIAL SECTIONS



WASHINGTON TOWNSHIP

# News-Register

Serving the Eight Communities of Washington Township in Southern Alameda County

Volume 66

10c per copy

CENTERVILLE, ALAMEDA COUNTY, CALIFORNIA, DECEMBER 9, 1954

No. 49

## Flood Bonds Lose By 5 Percent

SURVEY RESULTS DISCLOSED

### University Experts Predict Industrial Boom, 200,000 Population For Washington Township

Francis Violich, East Bay planning consultant and acting chairman of the University of California's Department of City and Regional Planning, said today that recent building activity in Washington Township is part of an industrial trend anticipated by a University graduate student project.

In an exclusive interview he

told a News-Register writer that planning experts expect population in Washington Township to develop from its present estimated 25,000 persons to 200,000 before the year 2000.

Violich explained that this would be the result of the continuing economic development of the Bay Area, according to the student project carried out under his supervision.

"It is expected that Newark would be the Township's industrial center, Niles-Centerville-Decoto the commercial center, Warm Springs a secondary industrial center, and that the land surrounding Irvington on the north, west and south would remain in agricultural use," he said.

The graduate students were given a full-term assignment to make out a complete plan for the Irvington-Mission San Jose area, providing for residential, commercial and industrial development, for shopping and recreation areas. This was done as fully as professional planning consultants would have, had such been retained by the area's officials.

Violich said the Irvington-Mission San Jose area was chosen as typical of those now being pushed by the sudden and steady influx of new residents to the Bay Area, and new industrial and commercial organizations seeking sites here.

"We have expanded to the extent where we find it necessary to explore new fields in which to invest money."

Long predicted Washington Township will outstrip Walnut Creek in growth in the next few years.

Violich said the Irvington-Mission San Jose area was chosen as typical of those now being pushed by the sudden and steady influx of new residents to the Bay Area, and new industrial and commercial organizations seeking sites here.

"An agricultural area, relatively undisturbed for a century, suddenly confronted with new subdivisions and industrial plants of national import, presents problems of real challenge to the city planner," Violich said.

Richardson thanked Townshippers for courtesies extended during his first months here.

Nearly 100 local men were guests of Berkeley Savings at the luncheon.

Four major proposals were made by the city planning students, according to Violich. The first is that Irvington and Mission San Jose be combined into a single incorporated city, since at present they are so close to each other that anticipated growth would lead to their fusion physically, even if

not politically and economically.

(A survey made by students in the two towns indicated that residents of Irvington favored this combination on the basis of similarity of geographic, commercial and social conditions; while people of Mission San Jose wished to remain independent because of pride in the historical significance of their community.)

The second recommendation

(Continued on Page 7)

### SECOND CHOICE

### Seek Irvington 'Solo' City As Bar To Newark Invasion

As a counter-move to Newark's city plans, cityhood for Irvington "right up to the point of an election if necessary" was recommended to the local chamber of commerce Tuesday by the chairman of its incorporation committee.

Jack Prouty said Attorney Morris Hyman has volunteered his services without fee to get the "solo" city study underway.

However, Prouty stressed his committee wants to "step aside" if Township incorporation appears to have a chance for success."

Prouty also said the committee wants to increase its size and broaden its membership, so that no one can say it is strictly a chamber of commerce group.

At the next chamber session he promised a report on how residents north of PG&E Road feel about joining "Newark City." Prouty said he is certain most oppose inclusion with Newark. Irvingtonians made it clear they fear Newark's city moves will take in part of their school district.

"Maybe they ought to get the doc to fit them for specs."

### No Bus 'Til July

Proposed purchase of another school bus at Washington Hi was delayed Tuesday night until after the next fiscal year in July on recommendation of Supt. J. V. Goold. Goold opposed purchasing the bus on credit now.

She was the mother of Mrs. Mary Rodriguez and Mrs. Mary Ann Cunha, both of Mission San Jose, Mrs. Adeline M. Amaral and Mrs. Rita Amaral, both of Sunnyvale, and Mrs. Virginia Oliveira of Centerville.

Eight grandchildren also survive.

Funeral services will be held at 8:30 a.m. Thursday (today) from the Berge Mortuary at Irvington. Mass will be said at St. Joseph's Church at Mission San Jose at 9 a.m.

### Delay Is Refused

Trustees of Washington Union High School this week deferred granting the builder of their \$1,000,000 annex a four-month delay he had requested to finish the structure.

Instead they invited the contractor, Bogdanich & Co., to attend a December 16 special meeting and explain his request. The building is 90 percent complete but the Santa Clara firm asked more time, until March 15.

BOXHOLDER  
RURAL ROUTE  
CARRIER ROUTE

SAMPLE  
COPY



TV STAR—"Captain Fortune", with his sidekick John O'Copper, will headline Centerville Merchants' Christmas show December 18.

### Centerville Yule Show December 18

Santa Claus will arrive by helicopter, and TV Star Captain Fortune will entertain the crowds when the Centerville Merchants Association stages its first Christmas Show December 18.

The show will take place starting shortly after 2 p.m. in the new parking lot on Main Street and Fremont Avenue, according to Gordon Morris, association president.

A helicopter brought here specially by C Battery, National Guard, of Centerville, will "buzz" the town, then deliver St. Nick to a convenient spot, from which the Centerville Fire Department truck will bring him into the downtown area.

Hundreds of pounds of candy will be distributed free to local youngsters by Santa.

Captain Fortune, who in private life is Peter Abenheim, summer resident of Mission San Jose, Mrs. Adeline M. Amaral, and Mrs. Rita Amaral, both of Sunnyvale, and Mrs. Virginia Oliveira of Centerville.

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WEATHER  
FOR THE WEEK

|                | HI | LO |
|----------------|----|----|
| Wed., Dec. 1   | 61 | 52 |
| Thurs., Dec. 2 | 61 | 52 |
| Fri., Dec. 3   | 63 | 48 |
| Sat., Dec. 4   | 63 | 50 |
| Sun., Dec. 5   | 64 | 47 |
| Mon., Dec. 6   | 61 | 52 |
| Tues., Dec. 7  | 51 | 40 |

### Effect On Growth Here Is Feared

By a margin of only 5 percent, flood-control and drainage bonds for the Central Township were defeated Tuesday.

The vote was 1032 "yes" and 645 "no." A two-thirds margin, or twice as many "yes" votes was required to offset the "noes."

Centerville, Niles and Decoto, as well as the Alviso District which was badly flooded in 1952, all voted against the bonds. But Newark voted against them, and the margin there was enough to beat them.

Backers of the project, Zone 5 of the Alameda County Flood Control District, said two courses are open:

1. Another election can be called in the spring, or  
2. The zone can be financed out of taxes. If the Supervisors levy a 50-cent tax, this could raise about \$80,000 a year — enough to handle a few drainage canals each year.

Repercussions of the defeat were swift. Directors of the Alameda County Water District, meeting the following day, served notice they will oppose any further use of drainage wells by subdivider in the area. They said the wells already are polluting underground water reserves from which most homes and factories here are supplied.

Director Jack Prouty called for an emergency meeting with County officials to discuss the problem. If drainage wells are banned, further subdivision may be halted until canals and conduits can be built.

By polling-place, Tuesday's vote ran:

|                     | YES | NO  |
|---------------------|-----|-----|
| Niles School        | 78  | 67  |
| Niles Church        | 44  | 39  |
| Decoto School       | 124 | 90  |
| Masonic Home        | 129 | 10  |
| Ellsworth Orchard   | 71  | 48  |
| Alviso School       | 97  | 22  |
| Glenmoor Gardens    | 64  | 56  |
| Cent'v'l. Firehouse | 163 | 58  |
| St. James Church    | 139 | 58  |
| Newark School       | 83  | 104 |
| Newark Firehouse    | 40  | 73  |

### Supes Side With Subdividers Zoning

Protective zoning for Warm Springs was postponed again on Tuesday when County Supervisors seemed ready to yield to a subdivider demand that agricultural land west of town be zoned for small homes.

Attorney David Gilmore made the appeal for the builders. Supervisor Chester Stanley backed Gilmore, saying he had introduced "new" evidence. Stanley wanted to send the matter back to the planning commission with Gilmore's change indicated, but Supervisor Kent Purse successfully moved to have the ordinance laid over to next Tuesday.

Purse said he wanted to hear how the Warm Springs Chamber of Commerce feels about the zoning. That body, which previously approved zoning in its proposed form, is to meet tonight.

Several residents of Warm Springs spoke at the hearing, but produced no clear-cut opinion.



**FIREMEN TO RESCUE**—When this truckful of roofing materials caught fire on Irvington-Centerville highway November 30, volunteer firemen from Irvington responded quickly to put out the blaze. Driver Charles Willias of Oakland said he didn't know what started the \$800 conflagration. (NEWS-REGISTER Photo)



**SANTA KNOWS!! IT PAYS TO SHOP AT HOME!!**  
**SHOP IN THE TOWNSHIP WHERE THE BIGGEST CHRISTMAS GIFT SELECTIONS IN HISTORY**  
**ARE AT YOUR DOORSTEP THIS YEAR. SAVE TIME!! SAVE TROUBLE!!**



Me Oh My! Bellarmine Next!

# Washington 'Varsity Outclassed By Monterey, Tastes 46-17 Defeat

By JERRY SANFORD

Washington High's green but game Huskies lost their second basketball contest in a row as they were overpowered by the Monterey Toreadors 46-17 last Saturday night on their home court.

The Toreadors held a tremendous advantage in height and dominated play throughout the game, outscoring the Orange and Black in every quarter, though a good defensive effort by the Voorhees-men held it to 6-5 as the first period ended.

Monterey led at halftime 15-9, but broke the game wide open tallied 22 points to 5 for the Huskies and took a lead of 37-14.

Monterey's defense held tight and the Huskies had few opportunities to shoot. High scorers for the game were towering Ralph Stensland and Ken Cardinale of Monterey both with 12

points. Willie Galan led Washington with 5.

Next Friday's contest pits Washington against a strong Bellarmine quintet, with tipoff scheduled here for 7:30 p.m.

Washington bob score:

|              | fg | ft | pts. |
|--------------|----|----|------|
| Rodriguez, f | 0  | 1  | 1    |
| Wiltz, f     | 0  | 0  | 0    |
| Robertson, f | 1  | 0  | 2    |
| Galan, f     | 1  | 3  | 5    |
| Meneze, f    | 0  | 0  | 0    |
| Rangel, f    | 1  | 0  | 2    |
| Meyer, c     | 2  | 0  | 4    |
| Chivers, c   | 0  | 0  | 0    |
| Hempleman, g | 0  | 0  | 0    |
| Sanchez, g   | 1  | 0  | 0    |
| Rigamiden, g | 0  | 0  | 0    |
| Walton, g    | 0  | 1  | 1    |
| Barber, g    | 0  | 0  | 0    |
| Totals       | 6  | 5  | 17   |

Score by quarters:

Washington 5 4 5 3-17

Monterey 6 9 22 9-46

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Open Tuesday P.M. Through Saturday.

Mission San Jose

533 FIRST STREET - NILES

Phone Niles 4548

Open Seven Days a Week from 6 a.m. to 9 p.m.

SCORE BY QUARTERS:

1 2 3 4

Washington 8 8 9 7-32

Amador 12 14 13 11-50

Large sugar pine logs have an average weight of eight to ten pounds to the board foot.

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Opposite the Old Mission

## Michael's Sponsor Hoop Team

A new group of casaba tossers joined the ranks of amateur sports this week with the forming of the Michael's Credit Jewelers basketball team, which has entered into the Hayward Industrial League.

This club, managed and coached by Kenny Kraft, a recent alumnus of Washington Union High School, is composed entirely of graduates of that school and includes in its roster the following boys: Alan Olk, Alan Kennedy, Antoine Rigmalden, Ken Kraft, Don Santos, Raul and Ray Orozco, Frank Senn, Gordon Stefan, Mas Hisaoaka, Jim Bolivia.

The quintet dropped a decision last week to the Hayward Air Guard, 46-36. Olk topped his teammates with 17 points.

The club is figured as a prominent contender to take honors in its division. All residents are urged and invited to attend the games without charge.

All games are played at the High School Gym in Hayward on Wednesdays and anyone interested can find out the scheduled game times for any of these Wednesday evenings by phoning Michael's Credit Jewelers at Centerville 8-8502.

Harry Feinberg and George

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Hiway 17 Between Irvington and Warm Springs  
OPEN SATURDAYS Ph. Warm Springs 121

## Galloway On All-SCVAL Second Team; Preciado Places

Ken Galloway, glue-fingered Husky end, was the lone Washington Hi grider to place on any of the all-Santa Clara Valley Athletic League teams selected recently by league coaches.

Galloway was named to the all-SCVAL runner-up aggregation in the wing spot. He was his team's leading pass-catcher and scorer during the past season.

Township shoppers are urged to give thought to those more needy than themselves in the weeks before Christmas. He was his team's leading pass-catcher and scorer during the past season.

Campbell, Santa Clara and James Lick dominated the mythical selections. The league champion Buccaneers placed three men: at end, tackle and quarter; the Panthers landed a tackle, guard, a halfback and a fullback; while the Comets scored with an end, a guard and a center.

Conrad Preciado, Washington's durable 150-pound guard, made honorable mention.

The food then will be distributed by the Jaysees a few days before Christmas. Needy families here will benefit, and their names are being collected now from local churches, Steele said.

### CHRISTMAS LIGHTS

Collections from downtown merchants for the annual Christmas lighting program have reached \$345. Dr. John Austin told fellow-members of the Centerville Chamber of Commerce Monday.

Alcatraz Island in San Francisco Bay became a federal penitentiary in 1933; before that time it was used as a military prison.

team needed a lift. With half of the first string injured the Scrappy 130-pound back took up the slack and helped to beat the Los Gatos Wildcats 6 to 2 in the third game of the season. After that, he sparked the Husky offense in every game.

Preciado, although injured during two of the seven games was a defensive standout despite his 150 pounds.

Tino Rangel, junior quarterback, topped total offensive honors. Rangel ran for 143 net yards and passed for 575 yards for a total of 718 yards gained in 174 attempts for a 4.12 average.

Sophomore full-back Ron Masuada played only three games because of a shoulder injury but came in second in the ground-gaining department to Fletcher with 160 yards on a 4.7 yard average compared to 177 yards on a 3.94 yard average. Fletcher also passed for 66 yards to bring his total to 243 yards on a 4.77 yard average per play.

Galloway gathered in 15 passes for 283 yards and four touchdowns averaging 18.9 yards per reception. His 24 points scored led the Huskies in that department.

**TACKLES:** Dick Della Maggiore, Santa Clara; Gary Lukehart, Campbell.

**CENTER:** Al Corbett, James Lick.

**QUARTERBACK:** Eppie Gallego, Campbell.

**HALFBACKS:** Clarence Nunes, Santa Clara; Phil Cordero, Fremont.

**FULLBACK:** Fred Blanco, Santa Clara.

The 175-pound Blanco was named "back of the year," while "lineman-of-the-year" honors went to Fremont's nimble Jones, a 191-pound stalwart.

Gallego, at 138 pounds, was the tiniest selection, while weightiest was McNeil, who hits 205.

Halfback Eddie Fletcher and Preciado were chosen co-captains for the 1954 football season by their team mates after the final game of the season against Campbell.

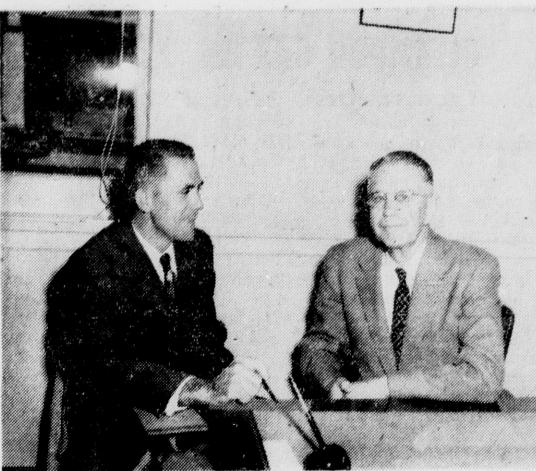
Fletcher was selected for the honor because of his contribution to the squad when the

annual Christmas party of Betsy Ross Parlor No. 238, Native Daughters of the Golden West will be held at the next meeting December 15, at the Parish Hall in Centerville at 8 p. m.

The committee in charge of the affair are: Mrs. Aldina Garcia, games; Mrs. Mabel Abreu, refreshments; Mrs. Matilda Enos and Mrs. Adeline Santos, decorations.

There will be a Christmas tree and the usual exchange of gifts.

Mrs. Rose Furtado, president, urges all members to be present for this social evening.



CHANGE OF COMMAND—Ralph E. Carmichael (left) will succeed the veteran Robert A. Blacow as manager of Niles branch of First Western Bank & Trust Co. on January 1. Carmichael is understudying Blacow now. (NEWS-REGISTER Photo)

## Baptists Fete Pastor Here

Approximately sixty members and friends of the First Baptist Church of Centerville last Saturday honored at a pot-luck dinner the Reverend David D. Allen and Mrs. Allen of Detroit.

The dinner was held at the church and featured as a guest speaker Miss Amy Lee Stockton.

Reverend Allen, an outstanding Bible teacher, vice-president of Detroit Bible College, and pastor of one of the fastest-growing Baptist Churches in the Detroit area, has been conducting special services at the Community Baptist Church of San Leandro and the Fairmont Baptist Church of San Leandro.

The Calvary Baptist Church of Hazel Park, Michigan, of which Reverend Allen is pastor, was instrumental in helping establish the First Baptist Church of Centerville. Reverend Joseph Sherman of Centerville's Church is a former member of the Hazel Park Church.

After the business meeting there was an exchange of Christmas gifts and refreshments were served.

### Nephew Visits

Visiting the Gregory Maciels over the weekend was their nephew Joey Dias.

Joey is with the Navy and stationed in San Diego.

Centerville PTA's Help Test Pupils' Hearing

The Allen G. Norris P. T. A. assisted in the hearing tests given on November 29, December 1, and December 2 at the school in Centerville.

Mrs. Madelyn Woodward, public health nurse, Alameda County Health Dept., Miss Barbara Jean Pinkham, registered nurse from the University of California, and Miss Olive Price, audiometrist from Alameda County Health Dept., were assisted by Mrs. Joseph Meadows, P. T. A. president, Mrs. H. Meadows, Mrs. David L. Souza, Mrs. Harry L. Parks, Mrs. Geo. Rodrigues and Mrs. Robert Dutra.

On December 3 and December 6, 1954, the hearing tests were given at the Centerville Elementary School. Mrs. Woodward, Miss Pinkham, and Miss Price were assisted by Mrs. John Silva, president of the Centerville Elementary School P. T. A., Mrs. Ray Bean, Mrs. Joseph Costa, Mrs. Chester Baker, Mrs. Mary S. Rodrigues, Mrs. George Kay and Mrs. James Hayes.

Over 500 students in grades 1, 3, 5, 7, and referrals from other grades were given hearing tests.

Students with suspected losses are referred to their medical advisers or to an otological clinic to be held in the near future.

Audiometer tests are given each year through the cooperation of the P. T. A., the Board of Trustees, the County Superintendent of Schools Office, and the Alameda County Health Department.

NEWS-REGISTER  
December 9, 1954

Page 3

## Newark Rec' Dist. Plans Yule Fete

The Newark Recreation District is planning a Christmas party for children, Wednesday, December 22, according to Mel Nunes, director.

The party at the Community Center Building will be split into two groups. The first will be 1 p. m. to 2:30 for children 9 years old and under. The second will be from 3 p. m. to 5 p. m. for youngsters 10 thru 12.

Nunes said that there will be cartoons to entertain the children while they are waiting for the arrival of Santa with his load of candy canes and balloons which he will present to everyone.

The regular Friday night movies at the Community Center start at 7:30 p. m. and will be shown in December are: "Saps at Sea," Dec. 10; not announced, Dec. 17; "Sea Hawk," Dec. 24; "Return of the Texan," Dec. 31.

### TRY THE WANT ADS

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Products and Services at

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**Richfield**  
Service Station  
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CLARENCE DUTRA, Prop.

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Jewelry  
Crosses  
Lockets  
Bracelets  
Spoons  
Cups

75¢  
up

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## Niles Chamber Backs Zoning

(By George H. Oakes) of Niles C. of C. for December are.

At the Niles Chamber of Commerce meeting Tuesday noon at Nello's Hotel, President Mitchell presided. The first hearing on Niles zoning was announced for the meeting Wednesday before the officials at the Board of Supervisors meeting in Oakland. The status quo determination (to go along with the previous determination just a year ago) was decided upon. There are bound to be petitions brought up by property owners on Niles highway to convert it to commercial zoning, but the Chamber feels it is no party to the deal. And for this reason:

When the State Highway officials improved Niles Highway as per request, they felt commercial rather than residential was its future. And this established plan has more or less been followed by the Alameda County Planning Commission. Those commercial developments are said to be o.k. of recent years, say individual members of the Niles C. of C., but any further change of zoning is between property owners and the Planning Commission, from now on. E. C. Parks, realtor, gave the publisher these pertinent facts after the meeting.

Secretary Vernon Ellsworth also told of the zoning meeting. "Important meetings and plans

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## NEWS-REGISTER Page 4 December 9, 1954

### GLENMOOR GARDEN NEWS

By SARAH JANE PHILLIPS  
Centerville 8-2443

planning a buffet supper next Sunday to honor their daughter, Mrs. Barbara Reiman of Oakland on her birthday. Their guests will include Mrs. Reiman's mother and father-in-law Mr. and Mrs. R. Reiman, and Barbara's cousin, Miss Joyce Godley from San Jose State.

Clarence Vilhour spent the last week of November in Samuel Merritt Hospital where he underwent surgery on the 29th of November. He ended his convalescence last Monday when he went to work at his new job working for San Jose realtors Stone and Schulte.

Mrs. Elva Smith will be hostess tomorrow to her bridge club. This meeting will combine the regular monthly meeting with a Christmas party. Those planning to attend are the following Mesdames: Vernon Rose, Lewis Cordova, Leland Silva, Joe Santos, and Bill Chilcott from Centerville, and Mrs. Raymond Murphy and Mrs. Donald Plummer from Niles.

Jeanne Nickerson of Mattos Drive celebrated her third birthday on the twenty-third with a luncheon. Jimmy Allen, Linda Belz, and Rhea Willmet were her guests.

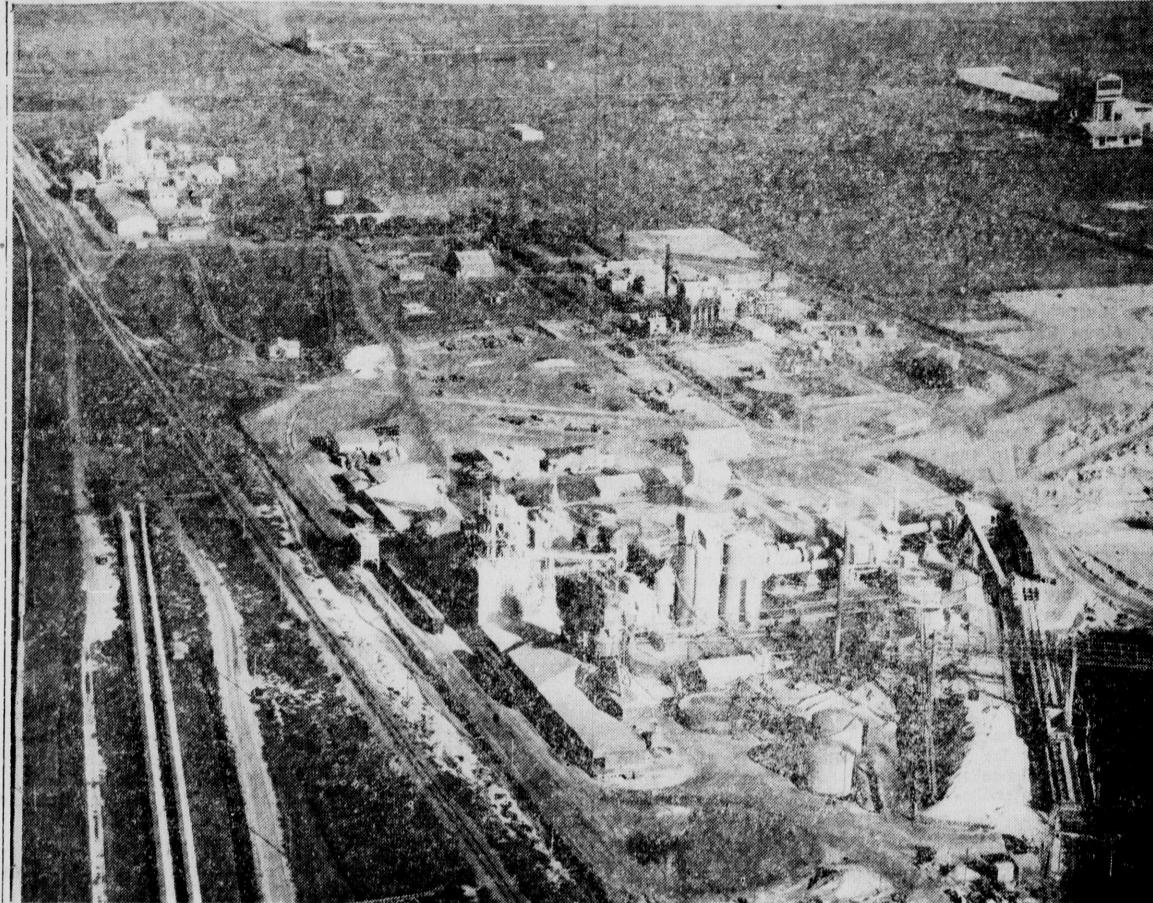
Much to the dismay of all the mothers who have used Shirley Ruano as a baby-sitter during the day, Shirley has taken her first real job. She will go to work at the new Spouse-Reitz five-and-ten to be opened in Centerville on the eleventh.

The Glenmoor Park five met the Washington Township De-Molay Chapter, at its Monday night meeting, initiated three new young members. These fellows are Bruce Adcock, Lansdon Black and Jonny Stewart.

Senior Advisors, Parks and Roberts, report plans for the coming term show great interest, with membership increasing.

In a gesture of appreciation of the fine work of the big staff at Mission Road Sanitarium, Dr. and Mrs. J. B. Enos will act as hosts at a Christmas party at International Kitchen in about a week. The families of the staff are to be invited also.

### GLENMOOR NEWS



GROWING—Newark plant of Westvaco Mineral Products Division, Food Machinery and Chemical Corporation, started in 1929 as small unit. Construction in 1937 and 1950 expanded it to its present size of over 300 employees, one of Township's major payrolls. Westvaco's main products are various forms of synthetic

magnesia, gypsum, ethylene dibromide, phosphoric acid and sodium phosphates. Resident manager since 1952 is R. F. Moran. In right distance is E. J. Lavino Co. refractory-brick plant, a \$2,500,000 industry which settled in Newark two years ago.

(AIRPHOTO by Copeland)

repair) and no sooner did they arrive back home in Glenmoor than it started to pour here.

Mrs. Dee Dull, from Sacramento spent the Thanksgiving weekend with her son and family on Rogers Avenue.

George Carlson made a trip to Los Angeles; Ralph Swenson flew to Hawaii; and Dick Weinberg took a trip to Salt Lake

City. Last night they all gathered with their wives at the Carlson home on Elliott Street and swapped stories of far off lands.

The first money-making adventure of newly formed Carol Branch of Children's Hospital

will be a get-acquainted supper for the eleven charter members and their husbands Sun-

day night at the Meyer home on Glenmoor Drive. Food for the supper is donated by the participants but they must all pay the treasurer. In addition the group will offer a money-making scheme by giving away a gift box containing two bottles of Weibel champagne and six hand-cut hollow stemware glasses. The gift was donated by Weibel Champagne Vineyard of Mission San Jose.

BIRTHDAYS IN THE NEWS—The entire neighborhood gathered at the Ward home on Glenmoor Court Tuesday to help them honor Mrs. Ward's father on his birthday. Those invited were Mr. and Mrs. James Gruenwald, Mr. and Mrs. Jack Allen, Mr. and Mrs. Mervin Mento, Mr. and Mrs. Rex Brunner, Mr. and Mrs. William Parker, and Mr. and Mrs. Virgil Smith.

Jimmy Siatt celebrated his twelfth birthday last Saturday night with a theater party that included Bruce Adcock, George Horejsi, Dick Dull, and George La Far.

Patty Devries was four on the seventh. Her guests for ice cream and cake were Ruth Anne Young, and Sally Phillips.

David Gruenwald will be two next Sunday.

Last Saturday was Bob Gardner's eleventh birthday. Helping him celebrate were LeRoy Peters, Ted and Roger Ebbage, James and Mike Barrett, and Ken Selover. Most prized gift was his new dog, King, given to Bob by his parents.

### Sugar 'N Spice

It's a girl-for the Jack Parrys of Niles.

Seven-pound, six-ounce Susan was born early Monday at San Jose Hospital.

The Parrys have a boy, David, aged 3.

## Weibel Wine Wins Honors In Paris

Two of the world's highest awards for champagne have been given to entries of the Weibel Champagne Vineyards of Mission San Jose in the international wine judging recently held in Paris.

The first award known as the "Premium Quality Medal For Leadership" was bestowed on the Weibel entry of Champagne Rouge. The second award was won by an entry of Champagne Brut, the medal being known as the "Star of Excellence."

Joining with President Dhont in extending congratulations to the Mission San Jose vintner was Arthur T. E. Bonstead, chairman of the International Jury of Awards.

Colt Tower, on Telegraph Hill in San Francisco, is 210 feet high.

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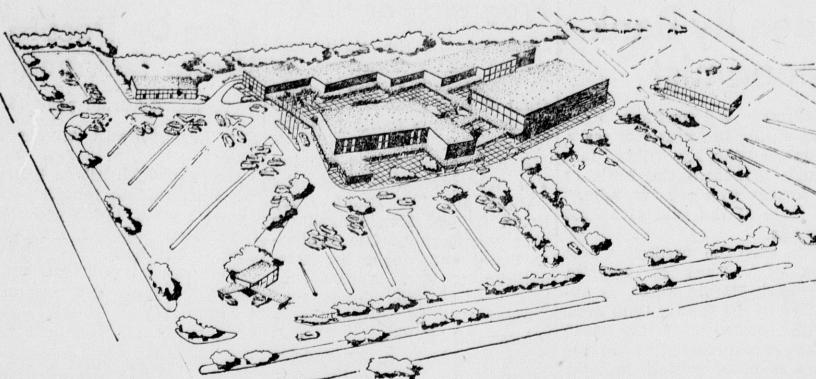
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Remember! Whether for something old or something new — Town & Country have terrific buys for you.

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CENTER PLANNED—A \$1,000,000 shopping center just north of the Irvington Grammar School is projected (above) by Sunnyacres Development Co. The unit is to contain 25 stores.

## Plan Another Shopping Center For Irvington! \$1,000,000 Project Will Cover 15 Acres

Plans for a \$1,000,000 shopping center in Irvington, covering 15 acres and to include 25 stores, were announced today by Donald L. Colvin, president of Sunnyacres Development Co., Bay Area builders of residential and commercial properties.

"Construction of the new Center, already endorsed by the Irvington Chamber of Commerce, will begin immediately upon approval of the Alameda County Board of Supervisors. Occupancy is already 60% assured," said Colvin.

The center recently won recommendation for commercial rezoning from the County Planning Commission.

"To be called Irvington Center, the facility will double the city's retail establishments, providing businesses and services not presently available otherwise. Largest units will be a department store and a super market.

"A third unit, more secluded and independent from the

business establishments, will be a two-story, 30-occupant office building, the first in Irvington, which is expected to attract attorneys, accountants and architects to the area. Projected close by is a Medical-Dental Center building with space for seven doctors and dentists. Both of these facilities will have their own parking area.

"In addition, the Center will include two super-service stations, a bank, drug store, gift and novelty shop, beauty parlor, children's store, cleaning shop and launderette, hardware store, finance company, restaurant and ice cream parlor, camera and hobby shop, clothing store, nursery, and others.

"Site of the new Center is the area on the west side of Highway 17, main route south into Irvington, directly adjacent to the local Grammar School. Located just four blocks west of the main intersection of Irvington, the Center will, in effect, serve as an extension of the present business district.

"Parking is provided for some 750 cars daily — more than five times the available parking space in the entire town now. Complete landscaping, trees and shrubs, will screen the Center from adjoining residential areas.

"Experiencing one of the largest building booms in California, the Irvington area is

### Teachers Study Probe Request

A meeting of the Washington Township Teachers Association in Alvarado late Wednesday was to consider the request for a State Teacher group to investigate the Niles School system, made last week jointly by Supt. E. Dixon Bristow and his trustees.

The association is supposed to process such requests. Bristow asked that the California Teachers Association conduct a study to see whether charges that reading techniques, curricula and discipline need improvement are justified.

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Make Our **FREE** Home Trial  
Take home a New Custom Schick for 14 days. Then keep it—or get a full refund! New Custom Schick in slim-lined Caddie Case, \$28.75 • Schick "20," \$26.50 • Schick Colonel, \$19.95

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### SUNNYACRES DEVELOPMENT CO.

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### Sidewalk 'Election' Saturday In Decoto

An "election" with no formal result will be held Saturday in Decoto to determine whether the town will form an assessment district to build sidewalks.

County Supervisors last week authorized the "guide" poll. It will be held from 8 a.m. to 6 p.m. at Barnard School.

Each property owner within the proposed district will receive one vote for each lot which he owns. The Supervisors excluded from the district property fronting on Highway 9.

The Supervisors agreed the vote would not be binding, but would be a guide on which to make a decision at 10 a.m., December 16 when the formal sidewalk hearing will be continued in Oakland.

Last month Supervisors were unable to decide whether a majority of Decoto property owners favor the assessment district. Petitions of protest presented earlier caused disagreement over whether they were legally representative of property owners.

The Board has authority to order the district established.

### THAT TIME AGAIN

### County, District Taxes Up As Dad Reaches For Check Book

With Friday the deadline for settling taxes in Alameda County, taxpayers in Washington Township generally are paying more for local government than they were last year.

New services in some areas of the Township have increased costs materially over those of boosted rates 38 cents per \$100 in Irvington, Mission San Jose 1953. Examples: flood control boosted rates 38 cents per \$100 in Irvington, Mission San Jose and Warm Springs; recreation raised costs 28 cents per \$100 in Newark.

To begin with, the basic county rate went up 15 cents this year—from \$2.37 to \$2.52. This was almost entirely due to increased allocations to the county hospital and allied services which care for indigents. This amounted to 26 cents and was only partially offset by an 11-cent drop in the general fund assessment.

School districts as usual accounted for the bulk of taxes which are levied against real estate and personal property. In the Township, comparisons with last year ran:

1953-4 1954-5

|                 | 1953-4 | 1954-5 |
|-----------------|--------|--------|
| Alvarado        | .170   | 1.96   |
| Union 4         | 1.95   | 1.56   |
| Irvington       | .92    | 1.00   |
| Irvington Annex | 1.60   | 1.40   |
| Niles Annex     | 1.12   | 1.08   |
| Union           | .72    | .76    |
| Union 1         | 1.72   | 1.40   |
| Union 2         | 1.52   | 1.28   |
| Union 4         | 1.96   | 1.56   |

For water service: the Alameda County Water District, supplying the entire Township, reduced its rate from 26 cents to 25 cents.

Mosquito control rates stayed at 15 cents.

Flood control taxes made their appearance on the rolls for the first time this fall. At Irvington, in Zone 6, they were 38 cents. Around Alvarado and Hillview Crest in Zone 3-a they were 40 cents.

All except two fire protection districts held the line taxwise or cut rates this year:

1953-4 1954-5

|                  | 1953-4 | 1954-5 |
|------------------|--------|--------|
| Alvarado         | .20    | .20    |
| Centerville      | .45    | .50    |
| Decoto           | .42    | .44    |
| Irvington        | .25    | .25    |
| Mission San Jose | .00    | .90    |
| Newark           | .34    | .32    |
| Niles            | .66    | .62    |
| Warm Springs     | .35    | .35    |

Remaining special-district tax is for the Washington Township Hospital, which remains at 20 cents.

Including the basic county rate

property taxes for the coming year look like this in the Township communities (per \$100 assessed valuation):

|               | 1953-4  | 1954-5 |
|---------------|---------|--------|
| Alvarado      | \$2.197 | \$2.64 |
| Alviso        | 2.297   | 2.26   |
| Centerville   | 2.847   | 3.08   |
| Decoto        | 3.517   | 3.79   |
| Irvington     | 2.467   | 2.33   |
| Mission S. J. | 2.827   | 2.86   |
| Newark        | 2.417   | 2.85   |
| Niles         | 2.467   | 2.62   |
| Warm Springs  | 2.427   | 2.41   |

These rates include bond issues and the Washington Union High School district tax. They differ slightly in some parts of the districts.

Sanitary districts also accounted for a substantial share of the tax dollar. In the Union District, serving the Central Township, there were reductions in the

### Christmas Party For Palsied Tots

The cerebral palsied of Alameda County are not going to miss out on Christmas cheer, according to an announcement from Elmer P. Zollner, president of the United Cerebral Palsy Association of Alameda County.

"Larry Capelli, local orchestra leader, has accepted the chairmanship of the C/P Christmas Party Committee and is being ably assisted by a group of local men and women representing all parts of the county.

Santa Claus and all his helpers are now busy at work preparing for a day-long, two-

party celebration, set for Monday, December 20," said Zollner.

His committee includes Miss Gail Baldwin, Mrs. C. W. Brewster, Mrs. Leo Cumelich, Captain Richard Moudy, Mrs. M. I. Gereshenson, Mr. Jules Gilbert, Mrs. Helen Iverson, Mrs. James Palmer, Mrs. Frank Smith, Mrs. Jack Reason and Dr. Al Tudyman.

The parties will be held at the First Christian Church, KELlogg 6-0700," Zollner said.

"Fairmount and 29th Streets in Oakland," said Zollner, "with an afternoon affair designed for children up to seven years of age, and an evening party for ages seven to twenty.

"All cerebral palsied children and adults from Alameda County are invited to attend the Christmas parties. For further information parents and friends are requested to phone or write association headquarters, 5224 Foothill Boulevard, Oakland, KELlogg 6-0700," Zollner said.

**in gift slippers  
from Miller's Shoe Store**



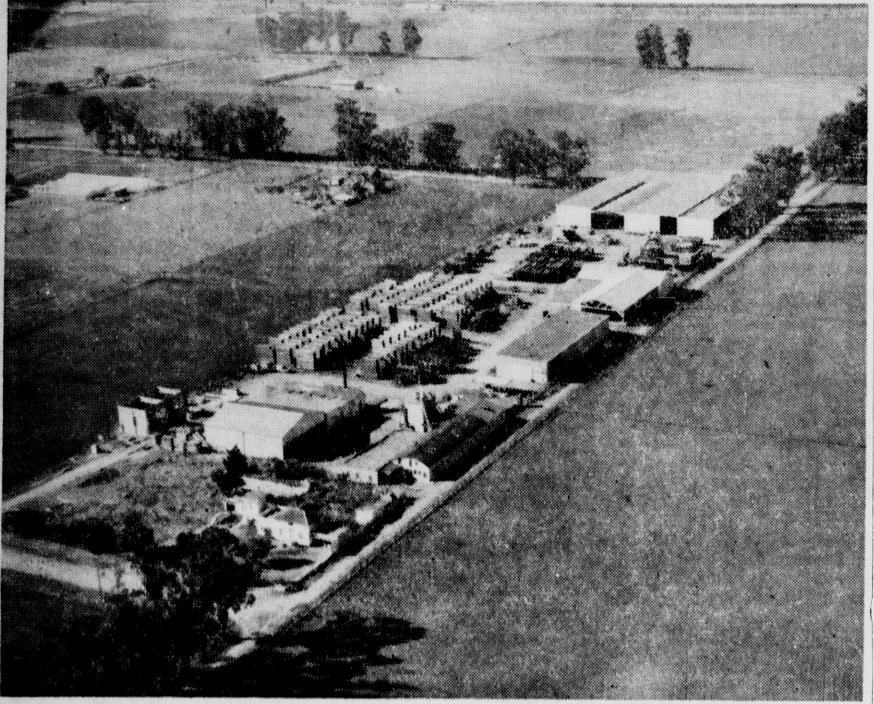
ALL SLIPPERS BEAUTIFULLY GIFT WRAPPED

**MILLER'S SHOE STORE**

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WE GIVE 30¢ GREEN STAMPS



LUMBER MILL—of American Forest Products Corp. is located southeast of Newark on Cedar Road. At upper right corner of photo is site of the firm's \$2,500,000 corrugated-box factory, scheduled for construction next year. (NEWS-REGISTER Airphoto by KEN FOSTER)

## College Offers Girl Scholarship

Mills College today announced the establishment of a large-scale scholarship plan for residents of Alameda County.

For the academic year 1955-1956, Mills will offer up to \$10,000 in individual scholarships ranging from \$100 to \$400 to qualified residents of Alameda County who wish to enroll at the college as non-resident students.

The new program has been authorized by Oakland campus officials in a concentrated effort towards benefitting the Mills home community through broader scholarship opportunities for local students.

According to Charles P. Howard, president of Howard Terminal in Oakland, Mills trustee and chairman of the Scholarship Fund Committee, "This special scholarship plan is designed not only to help an increased number of young Alameda County women to study in the liberal arts, but also to prepare for such fields as teaching, nursing, occupational therapy, merchandising and personnel work at Mills."

"While the college has always drawn students from other states throughout the nation as well as from numerous foreign countries," Mr. Howard adds, "Mills takes great pride in rendering this special scholarship service to the residents of Alameda County."

the Township, from the standpoint of mail.

People should estimate postage needs and purchase same early to avoid delay at the windows, Lewis said. They also can lend a further hand by separating their local and out of town mail.

People receiving mail through the postoffice should pick it up daily to avoid over-crowding the postoffice because of lack of space.

### READ THE WANT ADS

**ALLAN & GOOLD**  
Newark Electric  
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In Irvington—Pond's Pharmacy makes it easy for children to have clean teeth, with a Hopalong Cassidy Dental Kit, that includes brush, paste, and mirror, for 69¢.

The Junction Inn, at the intersection of Highway 17 and 9, serves delicious home-made pie every day of the week.

Perfect gift for any man who owns a car is the Stewart-Warner Motor Minder. It is supposed to improve gas mileage, and lengthen engine life, and is on sale in Centerville at the Township Auto Supply.

A real teddy bear, just like grandma had, now available at Jerry's Gift Shop, Centerville. A child would be thrilled to find one in the top of his stocking on Christmas day.

For long winter evenings at home, Miller's Shoe Store, Centerville, has slippers for adults and children in many colors and styles.

An ideal gift for the family would be a phonograph and an assortment of records (find out their preference first), all from Kellogg Musical Supply, 121 South Main, Centerville.

A combination children's desk and work table, for only \$5.45 can be bought at Al's Nude Furniture, just north of Decoto Road on Highway 17. Open Sundays, too.

Just in time for Christmas giving, Gilstraps in Centerville has received a wide range of stamped goods, from bibs to guest towels. Embroidery supplies are available there, too.

Just the thing for daughter's newly-pierced ears are Baby's First Earrings, 10-karat gold in six clever designs. See Hoyle Easley, 513 First Street, Niles, for them.

## TOWNSHIP SHOPPER

## 'Readjustment' Seen By Bank Economist

California will continue to develop during the next few years, though probably not fast enough to absorb the hosts of newcomers who are "invading" our state at the rate of 240,000 annually.

This was the prediction last week of a Bank of America economist, Harold Furst, as expressed to the Rotary Club here.

Furst called 1954 and 1955 "years of adjustment" after the postwar boom which brought unparalleled prosperity—and acute growing-pains to California.

He said what comes next depends on four factors:

1. Government spending: will it continue?

2. Building: will it stay at present high levels?

3. Consumer expenditures: will they rise or fall?

4. Population growth: how can it be absorbed?

The expert said the outlook is for government spending to continue, for commercial, residential and public building to establish new marks though industrial construction slumps somewhat.

As for consumer spending, a static job situation can be expected, he forecast, while the influx of new workers from other states may cause unemployment to rise. Population, "the most dynamic force," will increase to bring 15,000,000 Californians by 1960, Furst said.

Cash farm income here has been slipping in the past few years, Furst went on, and the trend probably will continue. However per capita income—the amount of money available divided by the total population—still remains higher than in most other States: \$2000 for every man, woman and child in California.

The San Francisco municipally owned Opera House was the birthplace of the United Nations in 1945.

The Township from the standpoint of mail.

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Just in time for Christmas giving, Gilstraps in Centerville has received a wide range of stamped goods, from bibs to guest towels. Embroidery supplies are available there, too.

Just the thing for daughter's newly-pierced ears are Baby's First Earrings, 10-karat gold in six clever designs. See Hoyle Easley, 513 First Street, Niles, for them.

The Township from the standpoint of mail.

People should estimate postage needs and purchase same early to avoid delay at the windows, Lewis said. They also can lend a further hand by separating their local and out of town mail.

People receiving mail through the postoffice should pick it up daily to avoid over-crowding the postoffice because of lack of space.

Perfect gift for any man who owns a car is the Stewart-Warner Motor Minder. It is supposed to improve gas mileage, and lengthen engine life, and is on sale in Centerville at the Township Auto Supply.

A real teddy bear, just like grandma had, now available at Jerry's Gift Shop, Centerville. A child would be thrilled to find one in the top of his stocking on Christmas day.

For long winter evenings at home, Miller's Shoe Store, Centerville, has slippers for adults and children in many colors and styles.

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Just in

## PUBLISHER'S COLUMN

By George H. Oakes

### 35 COUNTY OFFICIALS AT HAYWARD

#### KIWANIS CLUB

At the Hayward Kiwanis Club Wednesday, November 16th, the Alameda County officials and also Hayward city officials were recognized for their fine work at an annual banquet given by Geo. H. Oakes, as chairman of the evening for the club at Castro Villa in Hayward. Following are the officials present. On account of lack of space they were omitted last issue:

Chester A. Stanley, Chairman, Board of Supervisors  
George A. Janssen, Member of Board of Supervisors  
Harry Bartell, member, Board of Supervisors  
Kent D. Purcell, member, Board of Supervisors

Francis Dunn, Jr., Supervisor-elect

Jack G. Blue, County Clerk  
Edwin Meese, Jr., Tax Collector  
Captain Richard E. Condon, Deputy Sheriff, in charge of Alameda County Sheriff's office, Centerville  
Robert Hunter, Chief Assistant District Attorney

John Schauer, Deputy District Attorney

Vaughn D. Seidel, Superintendent of Schools

Olaf Anderson, Chief Deputy County Surveyor

Eugene V. Waring, County Auditor

William F. Hageman, Secretary County Retirement System

Robert Strehlow Jr., Chief Deputy Recorder

Russell C. Horstmann, County Assessor

O. William Brothers, Chief Appraiser

Bernard D. Bungartz, Coroner  
James C. Malcolm, Health Officer

George P. Miller, Congressman  
Carlos Bee, Assemblyman-elect  
Jacob Harder Jr., former Judge of Hayward Justice Court

Harry H. Shatto, director Public Works, Hayward

Matthew Jiminez, Fire Chief, Hayward

Ernest Pimental, Civil Service Commission, Hayward

Alvin Joseph, Civil Service Commission, Hayward

Peter DeBernard, Hayward—member of Alameda Co. Planning Commission

Edward Stanton, member Hayward Elementary School Board

A. R. Peterson, member, Board Castro Valley Sanitary District

Fred Kyle, member Personnel Commission, Hayward Schools

George Lower, editor, Hayward Review

Abe Kofman, publisher, San Leandro Morning News

Andrew Morgenson, representative of Hayward office of Oakland Tribune

N. Wesley Armstrong, retired chairman of Alameda County Development Commission

### PUBLISHER'S SON

#### PRAISED AS

#### CITY ATTORNEY

Other notes on the Kiwanis banquet were:

Assemblyman-elect Carlos Bee, present City Councilman of Hayward, eulogized George Paul Oakes, city attorney of Hayward, for his outstanding work in that capacity. Young Oakes is the son of the publisher, and has just resigned as City Atto-

ney to become Secretary and Executive Officer of the Oliver Rousseau Construction Co., builders. They have offices at 1373 Jackson Street, one of the most prominent offices of any big subdivision firm in this part of Alameda County. George is permanently located there, as this is headquarters for some big home building tracts in the south end of the county. One is the same two mile length of land reaching from the Hillview School to the Hayward Golf Course, near Valle Vista. Some 1,350 homes are being constructed. Hayward water from the Hetch-Hetchy lines, and Hayward sanitary lines made all this construction possible.

Congressman George Miller congratulated the publisher on his birthday (that very day), along with some dozens other County and Hayward city officials who spoke.

#### More On V.C. Study

(Continued from page 1) to the west for an industrial and commercial service district adjacent to the rail lines and major local and regional traffic routes.

The fourth recommendation also concerns the residential development, proposing that it be kept relatively open. Results of the students' "Community Desires Survey" indicate that residents of both towns like the semi-rural suburban character of present development and would like to retain it.

Violich pointed out that Washington Township's climate, similar to the rest of the Bay Area but somewhat warmer and drier, is also a factor in attracting new residents and with them the expected commercial development.

There is expansion south from Hayward and north from San Jose," he said. "City planners, not only at the University, but in many other fast-developing areas are observing the phenomenal growth of the East Bay area with great interest. Particularly in Washington Township where predominantly rural areas are suddenly becoming important commercial, industrial and residential centers."

The city planner closed with a note of warning - "Good planning in advance of the growth is essential to sound development," he declared.

## Steel Mill Swells U.C. Total Here

A last-minute whirlwind campaign at Pacific States Steel Corporation has given the East Bay United Crusade a \$4,000 boost. Gordon Dubuque, commerce and industry chairman in Washington Township, announced today.

"The employees at the Niles steel plant had been in a labor dispute for seven long weeks," said Dubuque. "However, as soon as they returned to work, Leon Curtis, president of the United States Steel Workers of America, Local 3367, CIO, rallied both CIO and AFL employees behind the crusade banner."

The 328 employees who participated in the payroll deduction program donated \$4,046 to help support the health, youth and welfare agencies in Alameda County.

Osac Dow was Crusade chapter chairman, and the employee committee was led by Tom Marshall. Employees at Pacific States Steel belong either to the United Steel Workers of America, CIO, or to Operating Engineers Local No. 3, AFL.

**STOP!**  
new home buyers  
ask about our  
NEW UNIQUE  
SPECIAL CONTRACTS  
ON...  
FURNITURE  
APPLIANCES  
DRAPERY  
CARPETS  
Country  
HOME  
FURNISHINGS

ORDER NOW  
ROOFING'S QUALITY  
**FRUIT TREES**  
A SOUND INVESTMENT  
THROUGH THE YEARS  
FOOTHILL GROWN on  
our own property. Sturdy  
branches, strong, fibrous  
roots. Uniformly graded...  
reasonable prices.  
GRAPE VINES  
...grown in clean area,  
can ship anywhere.

SINCE  
1865  
California  
NURSERY CO.  
NILES  
George C. Roeding, Jr.  
President

461 Thornton Ave., Centerville  
Phone Cent. 8-2868  
WE GIVE 25¢ GREEN STAMPS

NEWS-REGISTER

Page 7

December 9, 1954

## News of Township Churches

### FIRST BAPTIST CHURCH

Irvington  
Sunday school, 10:00 a.m.  
Church 11:00 a.m.  
Evening services 8:00 p.m.

### CHURCH OF CHRIST

Newark  
Bert Wilson, Minister  
Gospel meeting, November 28 through December 5, 8 p.m.  
Bible class Sunday at 10 a.m.  
Worship, Sunday at 10:50 a.m.  
Evening worship, Sunday, 7 p.m.

### CHURCH OF THE NAZARENE

Niles  
Sunday School, 9:45 a.m. Rev. Crawford will speak at 11 a.m. and 8 p.m. Young People, 7 p.m.  
Wednesday, 7:30 p.m., Old-fashioned prayer meeting.

### FIRST PRESBYTERIAN

Thornton at Olive, Newark  
Martin Lee Tonner, Pastor  
9:45 a.m., Church School.  
11:00 a.m., Worship Service.  
6:30 p.m., Youth Fellowship Groups.

### PRINCE OF PEACE

LUTHERAN CHURCH  
Highway 17, Centerville

Sun., 9:30 a.m.—Adult Instruction Class.

### ST. JAMES EPISCOPAL

Centerville  
Holy Communion—8 a.m.  
Church School—9:45 a.m.  
Morning Prayer and service—11 a.m.

### FIRST CHURCH OF CHRIST, SCIENTIST

Niles

Services, Sunday, 10:30 a.m.

### NILES CONGREGATIONAL CHURCH

3rd and H Sts.  
Worship services at 10 and 11 a.m.

### FIRST BAPTIST CHURCH

Newark

Thornton and Elm  
Sunday School—9:45 a.m.

### FIRST BAPTIST CHURCH

158 Fremont Ave., Centerville

Sunday School, 10:00 a.m.  
Morning Worship, 11:00 a.m.

### ASSEMBLY OF GOD

Centerville

Sunday School, 9:45 a.m.

### PRESBYTERIAN CHURCH

Centerville

Services at 143 Stevens Street,

### ASSEMBLY OF GOD

Newark

Rev. Andrew Rahner, Pastor

### FIRST BAPTIST CHURCH

Niles

Sunday services 9:30 and

### ASSEMBLY OF GOD

Irvington

Sunday services: Sunday

### FIRST SOUTHERN BAPTIST CHURCH OF CENTERVILLE

293 Coronado Drive

Floyd H. Willis, Pastor

### FIRST BAPTIST CHURCH

27794 Niles Road,

Early Service ..... 9:00 a.m.

### ST. TIMOTHY LUTHERAN

27794 Niles Road,

Sunday School ..... 10:00 a.m.

### FULL GOSPEL TEMPLE

Niles

Services, The Lord's Day, morning,

### FIRST BAPTIST CHURCH

293 Coronado Drive

Floyd H. Willis, Pastor

### FIRST BAPTIST CHURCH

27794 Niles Road,

Sunday School ..... 10:00 a.m.

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## Chief Urges Fire Safety For Yule Tree

Fire precautions for the holiday season were urged today by Niles Fire Chief Joe Perry in an effort to reduce the number of hazards caused from Christmas trees and decorations.

Following a letter from the State Fire Marshal, Chief Perry asked that the general public take "precautionary measures" in order that a safe and happy Christmas season may be enjoyed.

Recommendations to reduce the hazard from Christmas tree fires as far as possible include:

1—Selection of a fresh tree, no larger than you need.

2—Cut off at least an inch of the trunk of the tree at an angle, and keep the cut trunk in water or wet sand.

3—Mount the tree securely so that it cannot overturn easily.

4—Place the tree away from fireplaces, radiators and other heat sources, and be sure that if it catches fire, it will not block the path of exit.

5—In decorating the tree, avoid the use of flammable bunting, cotton, streamers, and similar decorative material. The market affords fire retardant decorations.

6—Use only approved cords for Christmas tree lights. Examine cords for fraying and worn connections and replace them when necessary. It goes almost without saying that candles should never be used. Turn off the lights when retiring and when leaving the home.

7—Be sure that toys are not highly flammable. Dispose of gift wrappings and packing material safely, avoiding any accumulation which cause a fire.

8—After Christmas, remove the tree as soon as possible. No matter how careful you are, the tree dries out indoors and becomes more hazardous as time elapses.

Places of public assemblage such as restaurants, theaters and auditoriums are required to follow the Health and Safety Code. The code requires that

### Attention . . .

Young Men,  
ages 17 to 18 1/2

### NATIONAL GUARD

Offers You These  
ADVANTAGES:

- DRAFT EXEMPTION
- STEADY INCOME
- EDUCATION
- TRAINING WITH YOUR  
FRIENDS, IN YOUR  
HOME TOWN

Learn More About It! Phone  
CENTERVILLE 8-2011

Or Drop In Any Tuesday Night

at  
**C BATTERY**  
ARMORY  
End of Alder Avenue  
1/4 Mile North of Thornton  
Off Highway 17  
CENTERVILLE

hangings, drapes and decorative materials be treated with flame-retardant chemicals.

Chief Perry said that Niles has been "very fortunate in past years" and that last year not one fire was caused by Christmas decorations. The chief expressed his sincere hopes that Niles will take note of the "precautionary suggestions" and wishes all residents of the Niles Fire District a "Very Merry Christmas."

### FINISHED ON TIME!

Keep ahead with construction of Barns and other Farm Buildings, by using our READY MIXED CONCRETE — for foundations, floors, walls. Have stanchy, sturdy buildings — hold down expenses, too. Our on-the-dot deliveries avoid delays, save time, labor, costs.

**RHODES & JAMIESON**  
ROCK, SAND & GRAVEL

END OF STEVENSON LANE — CENTERVILLE

CENTERVILLE 8-8391

## CONNOLLY'S

FURNITURE - APPLIANCES  
ACROSS FROM SCHOOL . . . IRVINGTON

### NEW STORE HOURS

Monday thru Friday 9 a.m. to 9 p.m.  
Saturdays 9 a.m. to 6 p.m.  
Sundays 11 a.m. to 5 p.m.

## EDW. L. ROSE AND WAYNE DAY

REMODELING AND REPAIRS

### PLUMBING

WATER HEATERS and FLOOR FURNACES  
Sold and Serviced

Estimates Given on New Construction  
Phone Irv. 27

DEL MONTE • MAXWELL HOUSE • BEL-AIR • GOLD MEDAL • GREEN GIANT • POST • BORDEN'S • KRAFT • PEPSI COLA • CRISCO • CAMEL • DUTCH MILL • LAC MIX • CANADA DRY LUCERNE • STOKEY'S • BY'S • SWIFT'S • WILSON • KELLOGG'S • HERSHEY • CARNATION • DOLE • DUNCAN HINES • SNOW DRIFT • AUNT JEMIMA • PHILIP SCOTT • QUAKER • BELL • HEINZ • FLEET MIX • VAN CAMP • ARMOUR • NUOCA • TIDE • LIFEBOY • DUCHESS • WESSON OIL • SUNSHINE • KLI SUNNYBANK • JANE ARDEN • NABISCO • WRIGLEY • CANTERBURY • NOB HILL • KARO • DUFF'S • CAPTAIN'S CHOICE • MANOR HOUSE • TEA G. BEECHNUT • FRENCH'S • SNO-WHITE • VEL • FAUNTROY • WHITE MAGIC • ROXBURY • PALMOLIVE • COLGATE • SOS • BETTY CROCKER • SLEEPY DOMINO • SUN • CRISCO • CAFE • DUNCAN HINES • JANT JEN • LIFEBOY • DUCHESS • WESSON OIL • SUNSHINE • KLI • LALANI • ROYAL SATIN • DEL MONTE • MAXWELL HOUSE • BEL-AIR • GOLD MEDAL

PRICES EFFECTIVE DEC. 9, 10, 11,  
IN CENTERVILLE  
All items subject to stock on hand.  
Right to limit reserved.

**LIBBY'S  
TOMATO JUICE**  
46-oz. Can 22¢ No. 300 3 for 25¢

**MORE POPULAR FAVORITES**  
Tree Tea Bags M.J.B. Black, Orange Pekoe & Pekoe—Carton of 16 Bags 21¢  
Kraft French Dressing 8-oz. Glass 21¢  
Kosher Dill Pickles Heinz, Whole 35¢  
Peanut Butter Beverly, Chunk or Creamy 36¢  
Butter & Egg Bread Mrs. Wright's 15-oz. Loaf 20¢  
Gleem Tooth Paste 5-oz. Tube 63¢  
Kleenex Tissues 200-Sheet Pkg. 2 for 35¢

**PINEAPPLE**  
Del Monte  
Large Slices  
15-oz. Can 2 for 35¢

**AVOCADOS**  
Large Size 24's 2 for 29¢  
Fuerte Variety 2 for 29¢

**Fancy Bananas**  
**Choice Cauliflower**

Navel Oranges Medium Size—Full of Juice 5 Lbs. Cello Bag 35¢  
Russet Potatoes U.S. No. 1 Economy Bag 10 Lbs. 49¢  
Fresh Head Lettuce Crizzling Crisp—Lb. 10¢  
California Dates "Good as Gold" 3 Lb. Package 79¢  
Arizona Grapefruit Excellent for Breakfast 8 Lbs. Mesh Bag 55¢  
Green Bell Peppers Fresh and Green—Lb. 15¢  
Clip-Top Carrots Watsonville's Finest  
Nice and Fresh 2 Lbs. 15¢

Tide Suds Powder 19-oz. 30¢ 47-oz. Pkg. 65¢

Trend Suds Powder (Twin Pack Deal) 2—12 1/2-oz. Pkgs. 39¢  
(Single Pack Deal) 33-oz. Pkg. 49¢

**CONNOLLY'S**  
FURNITURE - APPLIANCES  
ACROSS FROM SCHOOL . . . IRVINGTON

### NEW STORE HOURS

Monday thru Friday 9 a.m. to 9 p.m.  
Saturdays 9 a.m. to 6 p.m.  
Sundays 11 a.m. to 5 p.m.

## It's Famous Brands Week at SAFeway!

DECEMBER  
FAMILY  
CIRCLE  
... only 5¢

... featuring the brands you know and like . . .  
Famous brands that prove popular day after day, year after year. Right now we are featuring them at extra low prices. Come in today for your favorites. Stock up! Save!

**Del Monte Catsup**  
14-oz. Bottle 2 for 29¢  
**Pineapple Juice** Lalan 46-oz. Can 2 for 49¢  
**Cherub Milk** Small Cans 6 for 35¢ Tall Cans 3 for 29¢

**TOWN HOUSE  
GRAPEFRUIT JUICE**  
No. 2 Can 3 for 33¢ 46-oz. Can 2 for 49¢

Dalewood Margarine 1-lb. Carton 2 for 35¢  
Tomato Soup Campbell's—10 1/2-oz. Can 3 for 33¢  
Large Grade AA Eggs Cream O' The Crop Carton Dozen 52¢  
Dale's Fruit Cocktail 17-oz. Can 3 for 63¢  
Suzanna Pancake Flour 40-oz. Pkg. 34¢  
Vermont Maid Syrup 12-oz. Glass 29¢ 24-oz. Glass 55¢  
Potted Meat Libby's 3 for 25¢ No. 1/2 Can 2 for 27¢  
Snowdrift Shortening All-Purpose 3 Lbs. 73¢

1st Quality Butter Dairy Glen, Solid—1-lb. 55¢  
Quaker Oats 20-oz. Package Quick or Regular 18¢ 3-lb. Pkg. 39¢  
Lucerne Half & Half Pint Carton 28¢  
Niblets Corn Whole Kernel, V. P.—12-oz. Can (7-oz. Can, 4 for 39¢) 4 for 59¢  
Hydrox Cookies Sunshine 7 1/2-oz. Pkg. 25¢ 12-oz. Pkg. 39¢  
Swift's Meat for Babies 3 1/2-oz. Can 3 for 59¢  
Royal Satin Shortening 3 Lbs. Can 72¢  
White Magic Soap 23-oz. Pkg. 28¢ 46-oz. Pkg. 49¢



**Whole Roast Coffees**  
**NOB HILL AIRWAY**  
1-lb. Bag 83¢ 1-lb. Bag 81¢

**Castle Crest Peaches**  
SLICED or HALVES  
8 3/4-oz. Can No. 2 1/2 Can  
4 for 49¢ 2 for 49¢



**Pork Loin Roast**  
FRESH, LEAN, LARGE LOIN OR  
BLADE LOIN END CUTS  
WEIGHT RANGE 2 1/2 TO 3-LBS.—LB. 39¢

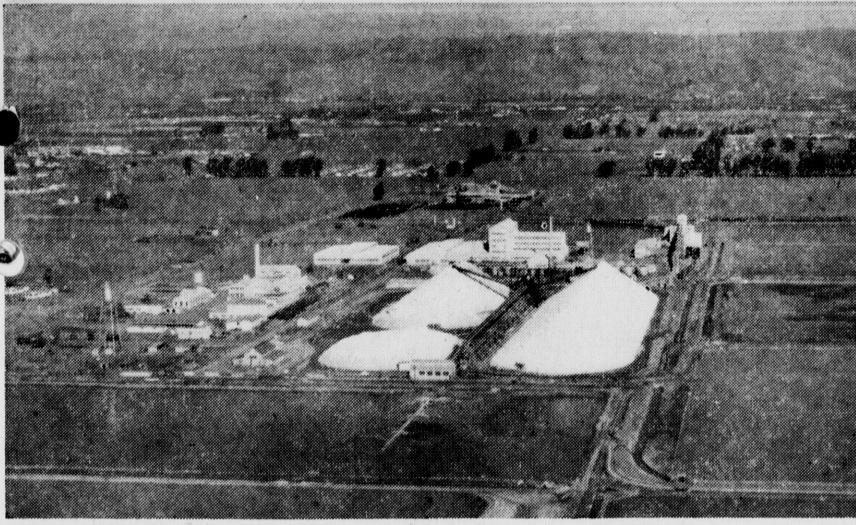
### FROZEN FOOD FAVORITES

ORANGE JUICE Bel-air—6-oz. Can 3 for 49¢  
BROCCOLI SPEARS Bel-air—10-oz. Pkg. 2 for 49¢  
FRENCH FRIES Bel-air—10-oz. Package 19¢

**BAND BOX ICE MILK**  
Assorted Flavors, 1/2 Gallon 59¢

**Sliced Bacon** Leon, Eastern, 1b. Layers of Dubuque's "Mississippi" or Hormel's "Midwest" (Swift's Premium—1-lb. Layers . . . 65¢—lb. 59¢  
**Safeway's Ground Beef** Fine Quality Ground Beef Made from Selected Lean Beef Cuts—lb. 39¢  
**Fresh Pork Chops** Center Cuts of Small Loin or Rib Chops From Young Eastern Porkers—lb. 79¢  
**1st Quality Stick Bologna** Somerset Brand 2 to 2 1/2-lb. Sticks—lb. 39¢  
**Smoked Breakfast Beef** U. S. D. A. "Choice" Grade Beef Cured & Smoked, Prepare Like Bacon—lb. 39¢  
**Hormel's Canned Hams** Leon, Eastern, Fancy 4-lbs. Net Weight—Each \$4.59  
**Select Fish Sticks** Captain's Choice, New Fillet Type, Pre-Cooked Just Heat and Serve!—10-oz. Package 49¢

Shop  SAFeway



RECORD HARVEST—is nearing completion this month at Leslie Salt Co.'s Newark plant. White piles are portion of expected 480,000-ton "take" from Leslie's maze of ponds along the Bay here. Company officials estimate harvest—which started at end of September—will exceed last year's total by 20,000 tons. This will be the highest tonnage since the refinery was started at Newark in 1940. At left are Morton Salt buildings. Morton purchases its salt from Leslie. In middle-distance is new Orangeburg Mfg. plant. (NEWS-REGISTER Airphoto by KEN FOSTER)

### Factories On The March

## Industrial Growth, 150 Years Old, Coming To Full Flower In Area

Factories in the salt-marshes . . .

A future in the blueprints . . .

That's Washington Township, a fertile patch of farmland until a couple of years ago . . . a potential Pittsburgh, in the eyes of many experts today.

Industry was introduced in the Township more than 150 years ago by the Franciscan monks. The Padres taught the Indians to weave and harvest when they founded Mission San Jose de Guadalupe in 1797.

They also taught them to gather salt—an art that persists into 1954. Today Leslie and Morton Salt companies count their annual Township harvests in the thousands.

There is also record of how the Fathers produced adobe clay to make the walls of the mission and the surrounding homes; likewise how they instituted tile manufacture, bending each tile into shape over a thigh. Today's brick and tile industries find a rich source of raw material in the Township—material that was laid down in ages past by the swift streams that stripped the Coast Ranges of their soil.

California Pottery Co., Interlocking Tile and Kraftile Co., at Niles; E. J. Lavino Co. at Newark and Harbison-Walker at Warm Springs are big factors in the field.

Pipe is akin to tile, and the Township boasts some fat payoffs in the pipe industry. American Pipe at Alvarado makes it from cement, U.S.

Newark is admittedly the

area's industrial city, with factories bringing its assessed values to more than \$8½ million dollars, and with a great potential at hand in the form of a 250-acre industrial site recently purchased by the Southern Pacific Railroad.

Newark is prominently mentioned whenever the periodic rumor arises concerning "General Motors" to stimulate Township gossip. Newark is earmarked for Ford Plant suppliers, say the knowing ones.

Today Newark is the seat of the thriving Bulldog Pallet Co., Lavino, Orangeburg (on S. P. property), the salt companies, plus Westvaco Mineral Products Corp., a barium producing subsidiary of Food Machinery & Chemical Corp. Westvaco has a 500-man payroll.

Newark also houses Wedgewood Division of Rheem Manufacturing Corp., a big stove producer.

All these payrolls, plus several smaller ones, make Washington Township a well-balanced place to live. Factories are close enough to homes to provide money on Friday, yet not too close to create smoke and smell.

Truly the Padres of 1797 would gape to see the outcome of their teachings to the simple Indians!

### CHICKEN POX HERE

One case of chickenpox was reported in Washington Township last week by County Health Director James C. Malcom.

An encouraging item for the anxious spinsters of the area must have been this announcement at the bottom of the Centerville column:

"A Bachelors Club is the latest." The paper continues with the snide remark that said club was "called into ex-

istence owing to the Old Maids Club at Niles." Lonely hearts, be of good cheer!

A front-page story gives the heart-warming news that a lady has just been paid \$2,000 life insurance after her husband's death in Dawson. According to the Herald, "the money comes in very good as her home had been sold under foreclosure for a small loan made to enable her husband to go North."

Some lucky student was given a chance to buy a \$50 scholarship to one of the best business colleges in the State—for \$37.50 if taken at once, and a column of "Items of Interest" proclaimed that there was ice every day at the depot restaurant.

Perhaps this was true for the expert who liked his coffee pure amber color—fortunately for those of us who like ours a little browner, Fligrune Cereal is not being offered at 1954's breakfast tables.

Weather was apparently another hazard, and we find in the Centerville news column that, "owing to rain Sunday, the Presbyterian Communion services were postponed until next Sunday at 2 p.m. (Later in the same column these same services are postponed until next Sunday at 11 a.m.) Whether the roof leaked in the Church, or whether there was as yet no Church and services were held outdoors, we do not know. But it must have been fun guessing whether to show up at 11 or 2, on the next sunny Sunday."

Even such seemingly simple pleasures as picnics had their seamy side. A listing of Fernbrook picnics reports that "The Journeyman Plumbers of San Francisco came out nine carloads strong and proved a tough crowd. Several free fights were indulged in and two women had a hatpin jabbing contest."

The lack of high-speed highways and fast cars or trains did not seem to hamper the travelers, as the paper reports many comings and goings of residents and their out-of-town guests.

Meetings, obituaries and shipping reports make up the balance of Washington Township's news of the day in 1901.

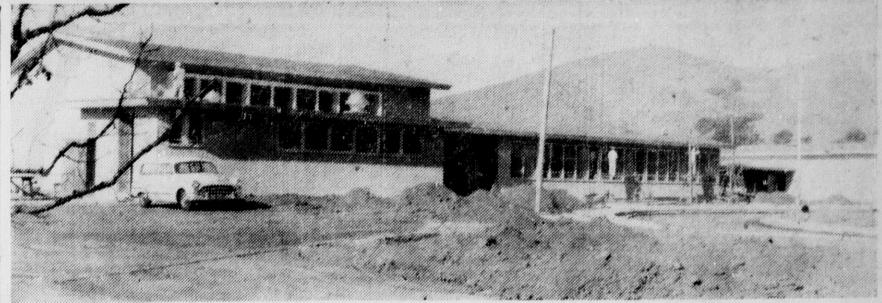
### John Faria Home Is Busy Place

The John Faria home on Fremont Avenue in Centerville was the scene of activity this past week with their son Arthur and his wife visiting from Bend, Oregon.

Their daughter Mrs. George Talbot also was here from Palos Robles and their daughter and her family from Mountain View, Mr. and Mrs. William Johnson, and son Earl, also dropped in for a visit.

Their grandson Earl left for overseas duty with the Army on Monday.

South of Centerville, Glenmoor Homes has begun what



EAGERLY AWAITED—is the Vallejo Mills School, slated to serve increasing number of students who live east of the highway in Niles. The school is scheduled to be ready for occupancy by the end of February, according to a statement by the school trustees last week. (NEWS-REGISTER Photo)

### How Many Homes By 1960?

## Suburban Development Now Reaching Fullest Expression In Township

Future historians will tab the flight to the suburbs the most significant development in American life after World War II.

Halfway between Oakland and San Jose, this development is having its fullest possible expression.

In Washington Township, hardly more than a cluster of farms 10 years ago, a revolution has taken place. Inhabitants are debating who is the Kerensky of this revolution: the landowner or the subdivider.

For years Washington Township, an area as large as San Francisco, lying between the Bay and the hills and between Hayward and Milpitas, slumbered gracefully as befitting inheritors of the old Spanish tradition. Today the sleeping giant is awake. It is the newest Golconda of the home-builder.

Estimates vary, but most localities agree more than 2,000 new homes have been built in the past three years. Approved or on the drawing boards are anywhere between 10,000 and 15,000 more.

Starting at the south end of the Township, between Warm Springs and Irvington, Conway & Culligan are projecting 1,200 moderate-priced houses in their new Irvington Square. Across the Oakland-San Jose Highway, other subdividers have planned as many more.

S. D. Smith, Hayward's telephone manager, gave out this information today.

"Back in 1945," said Smith, "the total telephone plant investment—buildings, poles, cable, wire, and so forth—for the towns of Sunol and Warm Springs, amounted to \$16,269."

"Today, that figure has climbed to \$209,075—nearly thirteen times as much as before."

In both towns the expansion and improvement of telephone service has resulted in a tremendous upsurge in telephone calls.

"Sunol placed 137 calls on any average business day in 1945—Warm Springs 83. Now, Sunol's calls have jumped to 580 and Warm Springs to 452," said Smith.

The telephone growth figures for the entire Hayward exchange area show an increase from slightly more than

In Newark, less expensive housing is the vogue. The Smith-Peters organization has built more than 500 "flattops" and has another 350 of these popular \$8,000-bracket houses in the mill.

At Niles, Dan Bodily has sold almost all the 150 homes in the \$15,000 class which he put on the market. Bodily's homes are next to the California Nursery, which rumor has it may become "another Hillsborough" if owner George Roeding Jr. decides to sell. Nearer the hills, Bodily has 250 cheaper homes mapped.

North of Decoto, the Township's first big tract, Hillview Crest, is ready to enter its third year. But its 600 dwellings will soon be overshadowed by the 1,200-house Rousseau tract, and Treeview with 550 homes. These will become part of Hayward.

### Telephone Company Investing \$250,000 In Warm Springs, Sunol

Pacific Telephone—in ten short years—has poured over one-quarter million dollars into the Township, between Warm Springs and Irvington, Conway & Culligan are projecting 1,200 moderate-priced houses in their new Irvington Square. Across the Oakland-San Jose Highway, other subdividers have planned as many more.

In recent years telephone expansion has been rapid.

"More and more people are moving to the Pacific Coast every day. A great majority of them will want telephone service. Despite rising costs, we will be ready to provide additional facilities for people moving into Southern Alameda Co.," said Smith.

### GLENMOOR NEWS

Weekend guest of twelve-year-old Kathy Nolte of Sterling Drive was Patty Rose of Centerville.

The J. L. Phillips' of Norris Road entertained the Tom Bank family of New Jersey and Mrs. Virginia Stevenson and family from Oakland last weekend.

Mr. and Mrs. Vernon Mattson are making plans for a trip back to their Minnesota home for Christmas.



### Expert WATCH REPAIR Inspection Free!

Your watch, like your automobile, needs periodic attention. Let our highly trained and experienced watch repairmen give your watch the care it deserves. Guaranteed satisfaction!



### MICHAEL'S CREDIT JEWELERS

146 So. Main, Centerville Ph. Cent. 8-8502

WE GIVE 25¢ GREEN STAMPS

## State Farm cuts rates on auto insurance!

Yes—State Farm auto insurance is now a better buy than ever! Low rates have just been lowered even more to reflect the careful driving records of members in this area. And you get the unexcelled protection and service for which State Farm is famous.

See me for details!

CHARLIE HOLLIDAY

156 So. Main St.  
Centerville, Calif.  
Phone  
Centerville 8-8417



**Take Movies Christmas Day...**

with this new  
**BELL & HOWELL**  
**8mm**

**WILSHIRE**  
**MOVIE**  
**CAMERA**

Have fun Christmas morning—take movies of your family, in thrilling color. The Sun Dial makes this camera so easy to use, even a child can take good movies with it.

**EASY TERMS—** \$49.95

**COME IN TODAY.**  
ASK TO SEE THE  
**BELL & HOWELL WILSHIRE**  
Lifetime Guarantee

**POND'S PHARMACY**  
335 Broadway Irvington 193



for the holidays, you'll love one of the

### new holiday haircuts

Three exceptionally flattering and individual coifs for short-hair beauty, smartness and comfort. The pixie . . . the Capri (Italian) . . . the beret bob . . . all subtly feminine, sophisticated. Men and women hair stylists . . .

**haircuts . . . 2.00**

basic permanent . . . from 10.00

completely air-conditioned beauty salons

*oldman's*

TE 2-1443 • broadway, at 15th • OAKLAND  
IF 7-8616 • foothill and A • HAYWARD



### Bait and Switch

Looks easy to win, doesn't it? But the small print (circled) is the gimmick. It says most winners must pay to have their "prizes" mounted.

## Beware the "Count the Diamonds" Contest

by Sid Ross and Ed. Kiester

Reprinted by permission of the Oakland Tribune

LITTLE TOMMY JOHNSON was just plain delighted. A few weeks before, a card in the mail had announced a "Count the Diamonds" contest sponsored by a local jeweler, and Tommy, who could count as well as any 8-year-old, had entered. Now here was a letter congratulating him on winning fourth prize, a diamond "valued at \$50."

Right down to the jewelry store Tommy and his mama dashed. And there they learned the rude facts of life: Tommy could have his "prize" if he had the diamond set in a ring (cost: \$25) and paid a "setting fee" (\$7 or \$8). Or he could apply the \$50 to any other item in the store. Otherwise, no diamond. It was all there on the card—in fine print.

Mrs. Johnson didn't take advantage of this offer. Instead, she went to the local Better Business Bureau, where officials sadly ticked off another town stung by the old "bait and switch" game.

There have been many of them. Since the racket first popped up on the Pacific Coast early this year, it has spread, in one form or another, to dozens of cities, most of them in the Midwest. What concerns the BBB most is that many of the jewelers aren't just copycats. Several high-powered outfits based on the West Coast are peddling this package to local jewelers and raking off a fat fee. The jeweler is promised increased sales; sometimes he gets them, but more often he gets a harvest of ill will. And the jewelry industry everywhere gets a black eye.

As a contest, one of the distinctive features of "Count the Diamonds" and its assorted relatives is that practically no contest is involved—for everyone "wins." That is, everyone who enters is a cinch to receive a letter in reply awarding him "fourth prize" or, at the very least, "fifth prize."

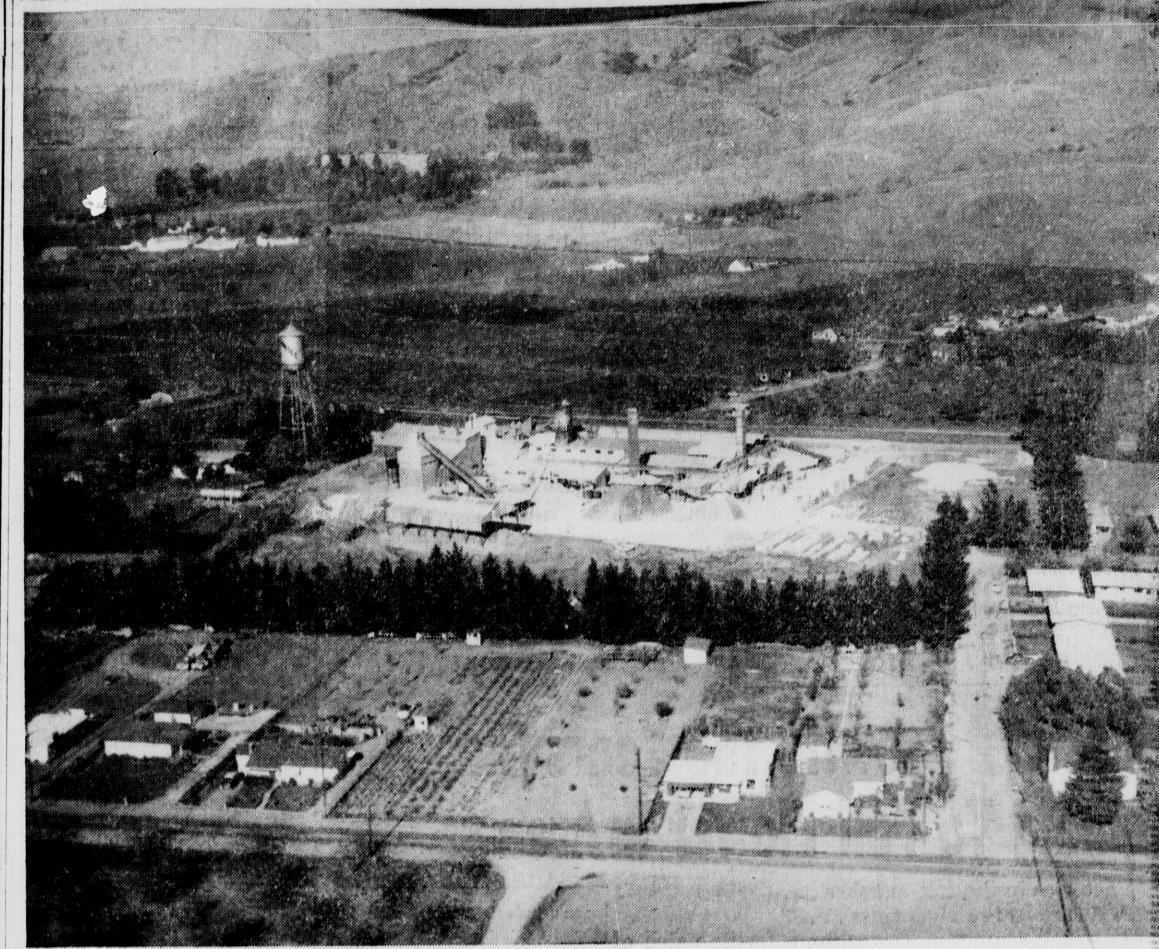
Here's the way it works: Advertising circulars are mailed to everyone in town, proclaiming the contest. The illustration above is typical. As part of his service, the promoter furnishes the cards, printed with the local jeweler's name, and handles the mail.

First, second and third prizes are offered. These purport to be of some value; as a matter of fact, the Better Business Bureau says they usually are on the up-and-up. But they are greatly outnumbered by the fourth and fifth prizes—and with these, in fine print, the jeweler leaves himself an out: "All fourth and fifth prizes must be installed in an article of gold or platinum at a nominal labor charge."

That's the "bait." Now comes the "switch": Once the winner appears at the store to claim his prize, he is handed the same runaroud Mrs. Johnson got. The salesman puts on strong pressure to persuade the winner to use his "prize" as credit on a higher-priced item.

KENNETH B. WILLSON, president, National Better Business Bureau, "We have yet to find one of the 'Count the Diamonds' contests that is a genuine contest. All we have investigated have been used deceptively as a scheme to sell diamond rings or settings. Beware of any 'Count the this or that contest' that awards promiscuously to all contestants 'prizes' which are redeemable only upon the purchase of some merchandise or service."

This Is A Paid Advertisement Donated By Michael's Jewelers As A Public Service To The People Of Washington Township



AT NILES—is busy Kraftile plant, which makes wall and patio tile and other products for building trade. Plant is currently in \$250,000 expansion program geared to give it more efficiency and

capacity. In far distance is Decoto's Masonic Home.

(NEWS-REGISTER Airphoto by KEN FOSTER)

### Church History In Washington Township Dates Back To 1797

The Churches of Washington Township are keeping pace with the increasing numbers of new residents lured here by our Township's climate, its growing business opportunities and attractive landscape.

Many sects are building new churches, others expanding their present buildings so that all can find a place to worship where once "doubling up" or holding services outdoors was the rule.

The first Church, of course, was the Mission San Jose, founded July 11, 1797 when Father de Lasuen came up from Santa Clara and planted the Cross which for many years marked the cemetery.

Two priests, Father Ysidro Barcilla and Father Augustine Merino, with ten soldiers and a sergeant, laid the foundations of the Mission. The Church, with its living quarters and school rooms, was completed ten years later, in 1808.

Building then was no small task, as adobe bricks had to be made, tiles burned, and heavy redwood timbers carried by hand from San Antonio (now East Oakland) thirty miles away. The windows and bells were brought from Spain, along with the beautiful, religious figures and paintings.

Earthquakes in 1812 and 1822 damaged the Mission Church, and the big quake in 1868 completely destroyed it, but a more modern church was quickly built on the same site.

Mission San Jose was more a small community in itself. Here the Indians were sheltered and taught new occupations—and travelers were given food, drink and a place to rest.

There were orchards, gardens, and a serape factory where clothes were made. In 1800, even before the buildings were completed, the Padres reported

the use of the building in the mornings to the Methodists and Presbyterians, who used on alternate Sundays.

Mary Brier, daughter of the Reverend W. W. Brier, the Presbyterian minister, was the first child baptized there, in 1852. In 1855 a Presbyterian Church was built, but was demolished in 1863 by the same earthquake which wrecked the Mission Church. It was rebuilt soon afterwards.

About this same time the Methodist Church was organized and its first building was completed in 1856. The Episcopal Church was built in 1867, and in 1886 a new Roman Catholic Church was erected.

From these beginnings rose the many great and beautiful Churches in Washington Township, which today offer a religious haven to members of all creeds and beliefs.

Evenings Phone Niles 7721

M. R. SILVA

Building Contractor

WE ALSO APPLY ASBESTOS

SIDING AND ROOFING

TOYS?

# Early Commerce Here Hinted Present Prosperity

Early Washington Township bears and foxes, to trade for settlers would be staggered to manufactured goods.

The Spanish families — Ilgueras, Vallejos, Picos, Pachecos, Alvisos and others — many, like Don Jose de Jesus Vallejo and his family, administrators for the Mexican government, bred cattle, raised fruit, baked, and built furniture on their vast land grants.

Our forefathers were not all farmers or cattlemen, however, old records show many enterprising businessmen, storekeepers, hotel owners among them.

The earliest commerce in the county was the trading carried on by the Mission Fathers. They owned boats at two landings, known then as "Beard's Slough" and "Mowry's Landing." Driving "calesas" or rude two-wheeled carts known as "volantes" pulled by six white mules, the padres brought their wheat and tallow, peats of deer,

and Yankee business methods superseded this leisurely trading.

One of the first enterprises was a wayside refreshment stand opened by George Lloyd, an Englishman — who made sure travelers stopped by erecting a gate across the road. While this ingenious device brought in customers, Lloyd's family was obliged to live in a blue tent until he could build a house for them.

Those of us who think of pre-fabricated houses as a recent idea should know that many of the early homes in California were carried, in sections, around the Horn in ships or across the plains in wagons, to be assembled by their owners.

With the raising of the American Flag, the easy, slow life of the Spanish came to an end

Stomach troubles apparently plagued our ancestors, and the retailers of "cures" for such ailments apparently did a rousing business. We find the Washington Press, as late as April 25, 1908, informing its readers that Indian Cough Toddy, sold over the bars, would protect their stomachs.

The Township Register, on May 9, 1914, advertised a mixture of "buckthorn, glycerine, etc." which was asserted to have cured appendicitis and many other such ailments.

An ad for a cancer "cure" states that it entails "no pain, no surgery, no X-ray or other swindle" — a statement our present day X-ray technicians might find disconcerting.

That these remedies did not

lead to the attainment of great age and long life is indicated by a headlined in that same Township Register of 1914 proclaiming that an "Elderly Lady of Centerville" had died — at the advanced age of 51.

Early hotels were gay gathering-places — with elegant balls, suppers, May-day and Fourth-of-July celebrations. A Mrs. Threlfall, co-owner with her husband of the Red Hotel, built about 1850 in Mission San Jose, was said to have worn a brown brocade dress, ornamented from neck to hem with five-dollar gold-pieces used for buttons.

The first musical instrument in the county was a hand organ, played by one of Don Jose Vallejo's daughters. Later we find the Pleasanton Orchestra advertising in 1908 that it would play "strictly up-to-date dance music."

Arrangers of weddings may not have had the bonanza they do today, however. We find an account of one wedding, between two of the early school-teachers, which took place when, out for a drive, they happened to meet the local minister, also driving. The ceremony was performed then and there, without anyone leaving his carriage.

The automobile business has always flourished — since one Josh Chadbourne opened the first garage between Hayward and San Jose in 1906. His was the first auto agency, for the Rambler. Josh had the most powerful of the Township's first five automobiles — a twelve horsepower, two-cylinder Autocar. The others were a one-cylinder, 8 horsepower Rambler, Thomas and Cadillac, and a two-cylinder, 7 horsepower Stevens-Duryea. These cars, often without windshields or floorboards,

were captured, and when two escaped, the others were promptly lynched. A posse caught the two escapees and hung them from a bridge. In both cases they were adjudged as "found hung, by person or persons unknown" — making lawyers for either defense or prosecution pretty useless.

In 1914 the Township Register describes a "little Metz car" — possible forerunner of our foreign sports car craze — which was again running after having been damaged when it killed a cow. According to the paper, this little car "has the speed."

Cars had not taken over completely, however, for in that same paper we find the Niles Livery Stables advertising "Commercial Men and Baggage Transferred."

The hit-run driver was with us even in the days of the horseless carriage — for we see in the Washington Press of October 10, 1914, that Miss Hat-

Continued on Page 13

the memory lingers on...

with gifts from

# MASSA'S

1058 B STREET, HAYWARD, CALIF.

FREE PARKING IN THE HAYWARD MERCHANTS DOWNTOWN LOTS

OPEN EVENINGS UNTIL 9

DON'T MISS OUR BIG BARGAIN CHRISTMAS GIFT TABLE NOTHING OVER \$1

USE OUR CONVENIENT LAYAWAY

Coro JEWELRY

from \$1

## SHIRLEY LEE DATE DRESSES

A tuckster for you, tiny tucks from a panel from the high collar to the hem . . . to whittle your figure. Chromspun taffeta with covered buttons. Sizes 9 to 15

Other styles from 9.95 10.95

## POPULAR TOPPERS

Several styles. Whites, pastels, dark colors. All sizes.

## KNIT SUITS

New season styles and colors. All sizes.

## LADIES ROBES

Hayward's largest selection. Many styles, fabrics and colors. All sizes.

## POPULAR TOPPERS

from 17.95

## KNIT SUITS

from 29.95

## LADIES ROBES

from 9.50

## POPULAR TOPPERS

from 17.95

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from 29.95

## LADIES ROBES</h

## Kiwanis To Spread Cheer Among Needy

The Newark Kiwanis club will distribute \$100 among the churches in Newark for Christmas cheer for their needy. The funds will be presented by Ray Auchard, chairman of the Support of Churches Committee.

The Kiwanis club urges everyone in Washington Township to celebrate Safety Day, December 15, by practicing courtesy and obeying safety rules while driving and keep the day free of accidents and injuries.

Herb Lacey, insurance man, will head a committee including his fellow insurance members, Sam Arnold and John Oliveira to secure and distribute pamphlets on safety.

The Kiwanis club is planning a special program for Christmas week as members will bring a son or daughter to meet Santa Claus and receive a gift.

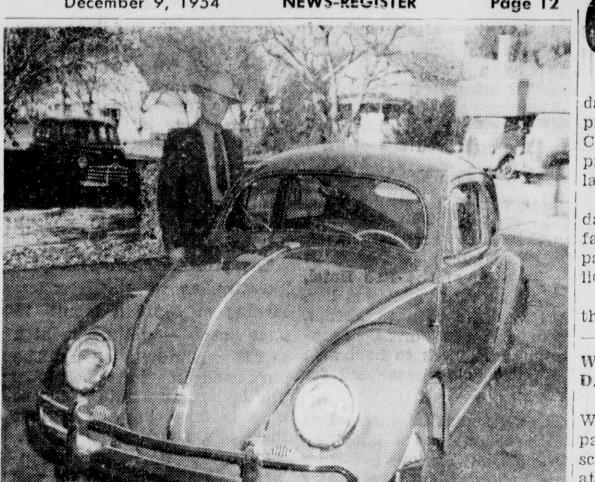
### Christmas Tree? Beware of Fire!

The center of Christmas in our homes is the tree and Newark Fire Chief Joseph E. Pashote says it is the center of danger too, because it is terribly combustible and he urges the public to take a few precautions:

Stand your tree in water, use only flameproof decorations, make sure the lighting sets and cords are in good condition so you can protect your family from a disastrous Christmas tree fire.

"Extra people under your roof calls for extra fire safety precautions," says Chief Pashote. "Before your holiday guests arrive, see that there are plenty of ashtrays in every room and if children are coming, put matches and cigarette lighters safely out of reach."

Chief Pashote wishes everyone a safe and Merry Christmas and Happy New Year.



NEW AGENT—in Washington Township for the popular German-made Volkswagen (above) is Don Reath, former Dodge-Plymouth dealer here. Reath will distribute the economical \$1595 autos from his showrooms on Highway 17 just north of Machado's Corners. (NEWS-REGISTER Photo)

The United States is the world's largest consumer of mica but produces only a small part of its requirements.

## Good Old Days In Township? Prices Were Sky-High

To a housewife with market-day blues — do you find high prices blitzing your budget? Cabbages are too costly, pears priced too high, onions outlandish and eggs exorbitant.

You sigh for the "good old days" when you could feed a family on the small salaries paid then, or even on the relief check!

Let's take a cheering look at those dear old days, when

### WARM SPRINGS FIRE DEPT. DANCE GREAT SUCCESS

The biggest annual affair at Warm Springs is the Fire Department's annual dance at the school house. The some 250 in attendance from Southern Alameda County and Santa Clara County showed how great they drew their throngs of merry-makers.

Fire Chief Anthony Brazil and members of the department looked natty in their uniforms. The ladies committees who cooperated, including the evening refreshments

Washington Township was in its infancy, and our pioneer ancestors found a little paradise where fruits and nuts fell from the trees by the carload, and vegetables just popped out of the ground — where a visiting writer described wild oats that could be tied over a man's head.

Food was cheap then, you think? Records compiled by the Township's Country Club say that in the years around 1850 cabbages sold for \$1.50 a head, onions were \$1 a pound, and potatoes grown in Irvington sold for 16 cents a pound, making a neat little profit of \$160,000 in a year for one pioneer philanthropist!

A man named John Proctor sold pears for \$1 apiece, and a Captain Bond of Centerville got 50 cents a pound for his blackberries.

Three-fourths of an acre of tomatoes brought one grower \$10,000 and a Mrs. J. A. Brewer sold \$20 worth of butter at each churning, netting \$2,500 in pin-money as late as 1855. A fellow from Philadelphia, named Isaac Long and his brother started a chicken ranch — reported it a rousing success when they sold eggs for \$2.00 a dozen and young chickens for \$25 a dozen. These same Long Brothers, however, failed in the salt business. Maybe, after paying for the meat and vegetables, the local housewives didn't have enough gold nuggets to buy seasoning!

It's said a man named William Simms, selling peaches for \$1 each, set his hired man to guard them overnight. In the a.m. the hired man and peaches were gone.

Before we snort, "Serves the old profiteer right!" let's take a look at the reason behind all

these. These were not just the "good old days," they were "the good old Gold Rush days." When Easterners and Europeans arrived by the boatload and wagonload — on horses, mules and their own two feet — to share in the bonanza touched off at Sutter's Mill in 1848.

In 1849 this immigration was further increased when a peace treaty between the U. S. and Mexico made California the newest state in the Union, and home territory for Americans.

Up to then, the Township was a drowsy, contented countryside where the padres at the Mission raised plenty to feed themselves and their charges, and still had enough to offer food and drink to all weary travelers — where the old Spanish families let Indian and Mexican tenants raise more than enough for themselves and their landlords. Suddenly, in poured hungry hordes, tired from the trip across the plains or around the Horn in ships — eager for gold but needing food and shelter.

The early settlers who sold their peaches and pears for \$1 each often imported their trees around Cape Horn, or across the Isthmus of Panama on muleback, at great expense. Seeds and cuttings came from the East or from Europe by way of San Francisco — so it is not surprising that high prices had to be charged to bring any profit. There were no subsidies — the prices were supported solely by the old law of supply and demand. The supply was small and hard to come by — the demand was high and the means to pay being dug from California's hills or panned from its streams.

The local market was still

high in 1901, when the Niles Herald reported on May 31 of that year that cherries were selling in San Francisco for \$1.50 a box, but warned that those shipped to New Orleans did not carry well and would only bring 75 cents a box.

But later, once the rush simmered down, we find the cozy days that our parents recall — with the Washington Press advertising, on October 10, 1914, a "Genuine French Dinner" every Sunday at the New Senate Restaurant for 75 cents. It lists admission to the Bell Theater as 5 cents for children under 10 years, 10 cents for adults.

An earlier issue of the same paper, dated September 1, 1911, tells us O. N. Hirsch and Company sold tennis flannels for 10 cents a yard — and their motto on gents' suits was "No Fit, No Pay." This same store sold flour at \$5.20 a barrel.

You could have your suits cleaned every week for \$1.50 a month, if you signed a six-month contract, and "the team called for them and delivered them."

According to the Washington Press of April 25, 1908, you could buy "good roast beef" at Newark Meat Company for 7 cents a pound — or if Mother didn't feel like cooking, the Sunday Special Dinner at the Hotel Wesley in Niles was 50 cents.

Investors had a field day, with stock in the California Crude Oil Company selling for 10 cents a share. Unfortunately, we do not have an issue telling what dividends this company paid.

But these were just the good middle days — after 1900 — make no mistake, in the old days the pioneers had to pay!

again SEARS & HOUSTON has the most enormous stock of Christmas Toys between Oakland and San Jose !!

## SEEING'S BELIEVING

Come to our friendly, convenient Newark Store and SEE this tremendous selection . . . then you'll believe our slogan . . . YOU CAN'T BEAT SEARS & HOUS-

TON FOR TOY VALUES !!

### FOR GIRLS

**BABY BUGGIES . 2.98 to 15.95**

The most wanted gift for your little lady.

**CUDDLY DOLLS . 98¢ to 12.95**

Some walk. Some talk. Some wet. Some with "real" skin.

**COOKING SETS . . . 1.39 to 5.49**

Just like mother's.

**SETS OF DISHES . . . 79¢ to 2.98**

Beautiful. Large selections.

### FOR TINY TOTS

**STUFFED ANIMALS 98¢ to 1.98**

Puppies, Kittens, Pandas. Washable Terry Cloth Dolls and Animals stuffed with Foam Rubber.

**HOLGATE TOYS . . . 98¢ up**

A complete line of SAFE toys made of wood with bright HARMLESS vegetable colors.

### FOR BOYS

**EQUIPMENT . . . 98¢ to 19.95**

Trucks, Tractors, Trailers. Other construction equipment to please ANY boy.

**MODELS . . . . 69¢ up**

Planes, Ships, Old Fashioned Cars, Sports Cars, Engines.

**GAMES . . . . 19¢ up**

All the latest and most popular varieties.

RISING FROM FIELDS — are the first of 1200 homes in Conway & Culligan's huge Irvington Square development south of Irvington are these 200 houses. Nearly a third are already occupied. Plans call for 1200 houses in the tract. (NEWS-REGISTER Airphoto by KEN FOSTER)

**FAY'S**

*Christmas*

**SPECIALS**

**1/3 OFF**

**ON COATS  
DRESSES  
BLOUSES**

**WE CARRY A FULL AND COMPLETE LINE  
OF THE SEASON'S LATEST DRESSES, SKIRTS,  
SWEATERS, BLOUSES and LINGERIE.**

For your Xmas shopping convenience visit

**Fay's Apparel**

and

**NEWARK VARIETY**

IN NEWARK SHOPPING CENTER

Hours 9 a.m. to 9 p.m. Saturdays 9 a.m. to 6 p.m. Sundays 11 a.m. to 5 p.m.

**SEARS & HOUSTON**  
NEWARK

OPEN EVERY WEEK NIGHT 'TIL 9 — SUNDAYS 10 a.m. to 5 p.m.

## MORE ON EARLY TIMES AND PROSPERITY

Continued from Page 11  
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Said sale will be made without covenant or warranty regarding title, possession or encumbrances, to satisfy the obligations secured by, and pursuant to the power of sale conferred in, and on account of default under, a certain deed of trust dated October 30, 1952, between David Kvistad and Vivian L. Kvistad, his wife, as trustees, Oakland Title Insurance and Guaranty Company, a corporation, as trustee, and Riviera Realty Company, a California corporation, as beneficiary, and defendant in the office of the County Recorder of the County of Alameda, State of California, on October 31, 1952, in book 6863 of Official Records at page 402.

Purchaser shall pay for revenue stamps on trustee's deed.

DATED: December 2, 1954.

OAKLAND TITLE INSURANCE AND GUARANTY COMPANY, formerly Oakland Title Insurance and Guaranty Company, Trustee  
By GEO. D. HAZEN  
Vice-President  
Spruance and Simonian  
1514 Washington Avenue  
San Leandro, California  
Attorney for Trustee  
1954—Dec. 9-16-23-30.

Dr. Edwin M. Yee  
OPTOMETRIST  
Opposite Courthouse  
at Martha and Fremont  
Phone Centerville 8-2800

Dr. Gilbert S. Tom  
Optometrist  
Irvington Medical-Dental  
Bldg.  
Hours 9 a.m.-6 p.m.  
Eves. by appointment  
Ph. Irv. 283

the "emergency of an unexpected guest" to telephone markets "even hundreds of miles away." This long-distance shopping would no doubt have flattened the guest whose lamb-chop was brought from such distance.

The ads of the day give us a good picture of the luxuries and necessities craved by our ancestors — the businessmen hoped.

"Cook by Wire" was the slogan trumpeted by Pacific Gas and Electric Company—which we presume urged housewives to install electric stoves, not to telegraph dinners home to waiting husbands.

The Curtis and Henkel Talking Machine Company urged its customers to "Give a Victoria for Christmas."

Pacific Telephone and Telegraph Company soared to heights of optimism when it advised housewives, faced with

## LEGAL NOTICE

## NOTICE OF TRUSTEE'S SALE

No. 569851

On January 4, 1955, at the hour of 10:00 o'clock A.M. in the lobby of the Franklin Street entrance to the office of Oakland Title Insurance Company, situated at the northeast corner of 14th and Franklin Streets in the City of Oakland, California, Oakland Title Insurance Company, formerly Oakland Title Insurance and Guaranty Company, a corporation as trustee under the hereinafter mentioned deed of trust, will sell at public auction, to the highest bidder, for cash, in lawful money of the United States, in full at time of sale, the interest acquired, and now held, by it as such trustee in and to the following described real property situated in the Township of Washington, Town of Newark, State of California, to-wit:

LOT 23, in Block 238, east of the Southern Pacific Railroad tracks, as said lot and block are shown on the "Map of the Town of Newark, Alameda County, Cal." filed May 6, 1878, in book 17 of Maps, at page 10, in the office of the County Recorder of Alameda County.

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OAKLAND TITLE INSURANCE AND GUARANTY COMPANY, formerly Oakland Title Insurance and Guaranty Company, Trustee  
By GEO. D. HAZEN  
Vice-President  
Spruance and Simonian  
1514 Washington Avenue  
San Leandro, California  
Attorney for Trustee  
1954—Dec. 9-16-23-30.

The airplane was frowned upon — and after thirty-eight fliers were killed in one year, we find an irritated writer urging Mr. Wright to "revise and improve his fool-proof invention." However, airplane flights were exciting spectacles, and we find one listed as a special event at a July 4th celebration (which also featured "several drum corps.")

## LEGAL NOTICE

NOTICE OF PROPOSED  
CHANGE OF LAND USE  
DISTRICT

Notice is hereby given that the County Planning Commission of Alameda County will hold a public hearing on a proposal to amend Chapter 2 of Title 9 of the Alameda County Code of the County of Alameda relating to zoning in the unincorporated territory of the County of Alameda, to reclassify certain unincorporated property in Washington Township, County of Alameda, as shown on that map entitled TENTATIVE ZONING PLAN SECTIONAL DISTRICTS MAP OF THE SEVENTY-FOURTH UNIT OF THE ZONING PLAN OF THE COUNTY OF ALAMEDA, STATE OF CALIFORNIA, AMENDING SECTION 16.98 on file with this Commission being the proposed zoning from "A-2" (General Agriculture) District, to other districts as provided by Section 9-350, including "C-1" (Retail Business) District or "C-2" (General Commercial) District of the following property, being the fee corner of the intersection of State Highway 17 and Decoto Road, described as follows:

Northeast corner, approximately 400 foot frontage on State Highway 17, 428 foot frontage on Decoto Rd., northwest corner, approximately 480 foot frontage on Highway 17, approximately 485 foot frontage on Decoto Road, southwest corner, approximately 400 foot frontage on State Highway 17, approximately 186.5 foot frontage on Decoto Road, southwest corner, approximately 405 foot frontage on State Highway 17, approximately 186.5 foot frontage on Decoto Road.

Said public hearing will further consider the proposal to amend Article 20 and Section 21-5 of said Article 3 of Chapter 2 of Title 9 of the Alameda County Ordinance Code, Section 20 relating to Future Width Lines and Section 21 relating to Special Building Lines for Decoto Road, northerly from the proposed freeway right of way to the Hayward-Niles Road, and State Highway 17, northerly from the Eden Township line to Irvington-Mission Road, described as follows:

LOT 23, in Block 238, east of the Southern Pacific Railroad tracks, as said lot and block are shown on the "Map of the Town of Newark, Alameda County, Cal." filed May 6, 1878, in book 17 of Maps, at page 10, in the office of the County Recorder of Alameda County.

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1514 Washington Avenue  
San Leandro, California  
Attorney for Trustee  
1954—Dec. 9-16-23-30.

BY ORDER OF THE COUNTY PLANNING COMMISSION OF ALAMEDA COUNTY, STATE OF CALIFORNIA, dated this 17th day of November, 1954.

JOHN JAY THOMAS  
Secretary of the County  
Planning Commission of  
Alameda County.

The effect of the adoption of such proposals will be to specify the use of land and of buildings permitted in certain zoning districts, to prescribe regulations for the erection, construction, alteration and maintenance of buildings, structures and other improvements in said districts with respect to existing or planned rights-of-way and for the use hereof and of land, and including the requirement that certain permits shall be secured therefor.

BY ORDER OF THE COUNTY PLANNING COMMISSION OF ALAMEDA COUNTY, STATE OF CALIFORNIA, dated this 17th day of November, 1954.

JOHN JAY THOMAS  
Secretary of the County  
Planning Commission of  
Alameda County.

Under 4 yards (water level)

4 yards and less than 6 yards

6 yards and less than 8 yards

8 yards (water level) and over

Overtime, week-day, Saturday, Sunday and holiday rates to be prevailing union rates for respective crafts.

The working day shall be eight hours unless otherwise specified above. The per diem rate shall be

the hourly rate multiplied by the number of hours in the working day. When less than the number of hours constituting the working

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the working day multiplied by the number of hours in the working day.

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COME TO OUR

# GRAND OPENING

SATURDAY, DECEMBER 11 168 SOUTH MAIN STREET, CENTERVILLE

REFRESHMENTS AND SOUVENIRS FOR ALL

Berkeley Savings and Loan Association Geared to the Growing Needs of Greater Washington Township!

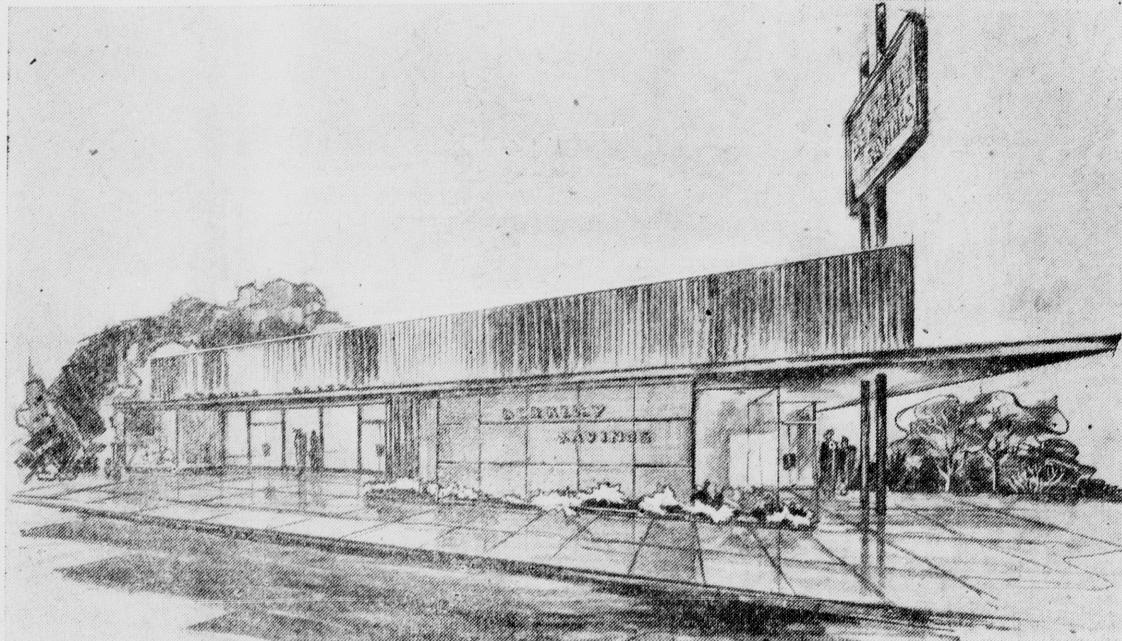
Every year since 1922 Berkeley Savings and Loan Association has paid consecutive semi-annual dividends on its accounts.

Now Berkeley Savings is opening a fine new Centerville office to meet the needs of rapidly expanding communities in Washington Township.

When you invest with Berkeley Savings and Loan Association you are doing business with a conservative, well-established institution with strong reserves — where your account is insured up to \$10,000.

Come in and visit us in our new office — whether it's just to get acquainted or to learn how your savings can earn MORE with safety.

—FRED RICHARDSON, Manager



New home of Berkeley Savings and Loan Association in Centerville

## IT'S SMART TO SAVE THE BERKELEY WAY

BECAUSE YOU'LL RECEIVE THE MOST LIBERAL INTEREST CONSISTENT WITH A HIGH DEGREE OF SAFETY

**3%** current rate and your account is insured up to \$10,000

PER ANNUM You'll get interest from the FIRST of the month on all funds placed by the TENTH!

### CHOOSE YOUR OWN TYPE OF ACCOUNT

INDIVIDUAL accounts, JOINT accounts and TRUST accounts are just three types offered. Whatever your savings problem, Berkeley Savings can set up an account tailored to your needs.

### SAVE BY MAIL

Even with our convenient new office you may find it easier to make deposits or withdrawals by mail. The full services of Berkeley Savings are as close to you as the nearest mail box.

# BERKELEY SAVINGS AND LOAN ASSOCIATION

168 South Main St.

### DIRECTORS AND OFFICERS

E. RONALD LONG  
President, Berkeley Savings and Loan Association  
PERRY T. TOMPKINS  
Vice-President, Berkeley Savings and Loan Association  
ROBERT GORDON SPROUL  
Vice-President, President University of California  
F. W. WENTWORTH  
Vice-president, former financial vice-president Mills College  
JOHN S. BURD  
Attorney-at-law

ROBERT D. FRASER  
Attorney-at-law  
GERALD H. HAGAR  
Attorney-at-law  
CHARLES P. HOWARD  
President, Howard Terminal  
PAUL HAMMARBERG  
Architect  
MAURICE G. READ  
President, Mason-McDuffie Company

Centerville

Telephone Centerville 8-8355

ERIC B. SUTCLIFF  
Attorney-at-law  
VERN D. STREIFFORD  
Secretary-Treasurer, Berkeley Savings and Loan Association  
JOHN J. PETERS  
Asst. Vice-President, Berkeley Savings and Loan Assoc.  
DON W. MITCHELL  
Assistant Vice-President, Berkeley Savings and Loan Assoc.

# COMMUNITIES WELCOME BERKELEY SAVINGS, SPROUSE-REITZ



READY FOR CUSTOMERS—at new Sprouse-Reitz store in Centerville (left) manager Edward Kincaid, and District Supervisor Oscar Stark. Store has grand opening in Berkeley Savings building next Saturday. (NEWS-REGISTER Photo)

## Sprouse-Reitz Store Here Represents \$120,000 Outlay

An investment of more than \$125,000 in the retail prospects of Washington Township is being made here by Sprouse-Reitz chain of department stores, which will open their 265th unit in the Berkeley Savings Building, Centerville, next Saturday.

"Results of a survey taken here indicate Washington Township has a bright future for homes and business," says Oscar Stark, district supervisor for the chain, with headquarters in Castro Valley.

Sprouse-Reitz is an organization covering the nine Western States, with branches from Canada to Mexico. It features a "junior department store" line of merchandise, and the new Centerville branch will be no exception.

According to the local manager, Edward A. Kincaid, it will have no less than 17 complete departments.

Items for sale will include housewares, yardage, thread and similar notions, infants' wear, dry goods, pictures and frames, stationery, toys, children's books, and greeting cards, ceramics, toilet goods, paints and varnish.

Dan Santo and his staff will stage a special free kiddies' show at 2 p.m. Saturday in the 50-car parking lot behind the store. Balloons will be given to youngsters, and free orchids to lady visitors.

Mrs. Osborne will handle the escrow and teller work. The manager, Fred N. Richardson, will do the appraisals for loans.

Kincaid comes to manage the local store from Alameda. With his family, he plans to move to a new home in Vista Manor, near Centerville, by January.

He has been with Sprouse-Reitz since 1931.

Nine local girls will be employed by the store.

ROBERT FRASER, JOHN BURD

## 2 New Directors Add Youth, Experience To Berkeley Firm

The two newest directors of the Berkeley Savings and Loan Association, Robert Douglas Fraser and John Sedgwick Burd, Jr. are partners with Gordon Leslie Byers in the law firm of Byers, Burd and Fraser, with offices in the Central Bank Building, Oakland.

Burd is a graduate of the Oakland and Berkeley public schools, the University of California and the University of Virginia Law School. He is the resident partner of Byers, Burd and Fraser and a member of the American, California, Alameda County and Berkeley Bar Associations.

Presently the vice president of the Berkeley Planning Commission and chairman of the commission's Rapid Transit Committee and a vice president of the East Bay Council of the Navy League, Burd has a long record of Civic service, including two terms as president of the Berkeley Visiting Nurse Association.

He is a past director of the Berkeley Junior Chamber of Commerce and was the 1948 recipient of the United States Junior Chamber of Commerce Distinguished Service Award. Burd is also a member of the Aviation Committee of the Oakland Chamber of Commerce, a director of the Berkeley Community Chest and active in a number of other organizations.

While attending the University of California, Burd served

as editor of the Daily Californian and as a member of the Associated Students executive committee.

During World War II, Burd served for five years in the Navy and saw duty afloat in both the Pacific and Atlantic as the commanding officer of LST 1049. He is presently a Lt. Commander in the Naval Reserve.

He is a member of the Order of the Golden Bear, American Legion, Post No. 7, RONS, the Berkeley Elks Club and the Native Sons and Daughters of the Golden West.

Fraser is a graduate of Pomona College and the University of California Law School.

A specialist in real property law, he is a director of the Alameda East Bay Title Insurance Company, President and owner of Fraser's store in Berkeley, and the operating lessee of the Berkeley Yacht Harbor.

Long active in East Bay civic affairs and a director of the Alameda County Apartment House Association, Fraser was in the campaign to remove rent controls in northern California cities.

He is a member of the Berkeley City Commons Club, the Elks Lodge, the Alpha Sigma Phi fraternity, the California State, Alameda County and Berkeley Bar Associations and numerous other social and professional organizations.

In September of this year, Oakland attorneys John S. Burd, Jr. and Robert D. Fraser acquired a majority interest in the Association. In statements released at that time, Burd and Fraser assured depositors and borrowers that the same con-

PRES. E. RONALD LONG

## Head of Savings, Loan Has Active Finance Background

A native of England, E. Ronald Long, president of Berkeley Savings and Loan Association, came to the organization twenty-four years ago by way of Singapore and San Francisco.

Long was born in Birkenhead, England, and was first engaged in a crude rubber business in Singapore, with his father and brother. In 1921 he came to San

### Local Employee At Berkeley S&L

Opening of the new Centerville office of Berkeley Savings and Loan Association will be a homecoming for Bernice Osborne (Mrs. Fred E. Osborn, Jr.) who lives in Washington Township, at 761 Bonnie Street, Newark.

"I'm going to like it," Bernice declared. "It's been a long trip up to Berkeley every day. I've had to learn a lot of new duties, and it's been a rush to do it, but it will be worth it to be working so near home."

Mrs. Osborne will handle the escrow and teller work. The manager, Fred N. Richardson, will do the appraisals for loans.

### GOVERNOR WAS FOUNDER

## Berkeley Savings History Is One of Steady Growth

Berkeley Savings and Loan Association, now one of the largest such associations in California, with assets of more than \$18 million dollars, was founded in 1922 by two former schoolmasters and salesmen for a real estate firm.

Perry T. Tompkins, former president, honorary vice president and a major stockholder of the company, and Clement C. Young, late Governor of California, met at a boarding house at the University of California in 1922, became friends, fraternity brothers, and life-long associates.

They originally incorporated as the Berkeley Guarantee Building and Loan Association, changed the name to Berkeley Guaranteed Savings and Loan Association in 1950. The Association has not failed to declare a dividend since its founding.

The Association has grown steadily since 1922, but has tripled its assets just in the past ten years. In 1944, it listed its resources as \$6,000,000. Today, they have grown to \$18,225,000.

The Association is currently paying 3 percent interest on savings, and all accounts are insured by a Federal agency up to \$10,000. It lends strictly on real estate - buying, refinancing, construction and improvement loans.

In 1950, the Association opened its first branch office, in Walnut Creek. The new office in Centerville is its second expansion.

In September of this year, Oakland attorneys John S. Burd, Jr. and Robert D. Fraser acquired a majority interest in the Association. In statements released at that time, Burd and Fraser assured depositors and borrowers that the same con-

tinued investment and management policies that have made the Association one of the most highly respected in California would be maintained.

The present directors of the company are: Paul Hammarberg, John S. Burd, Jr., Robert D. Fraser, Gerald H. Hagar, Charles P. Howard, E. Ronald Long, president, Maurice G. Read, Dr. Robert Gordon Sproul, president of the University of California, Eric B. Sutcliffe, Perry T. Tompkins, co-founder, and Frank W. Wentworth.

The Association has grown steadily since 1922, but has tripled its assets just in the past ten years. In 1944, it listed its resources as \$6,000,000. Today, they have grown to \$18,225,000.

This is one of the biggest events of the year and many of the parents as well as the children are looking forward to this evening," says the publicity chairman Aki Kato.

The evening emceed by Yas Kato will consist of the Children's choir, community singing, short cartoon movies, and local talent. Jovial St. Nicholas will make his debut sometime in the evening and will have worthwhile gifts to distribute to all the children in the community.

Working industriously to make this party a success are: Co-chairmen, Hisako Mizota and Yoneko Masuda; program, Grace Handa, assisted by Yoneko Masuda; Gifts, Jane Yamauchi, assisted by Hisako Mizota; Invitations, Setsu Umemoto; Refreshments, Kiyoko Kitayama; Publicity, Aki Kato.

### Tangle & Twisters Elect Officers

Last week Tangle-and-Twist Junior Rifle Club of Mission San Jose held its annual election at their club room, P.G.E. Newark substation, and elected the following officers for 1955: Calvin Robertson, president; Irvington, Ronald Sylvia, vice-president, Irvington; Wylie Blacow, secretary, Newark; Arthur Ambrose, treasurer, Newark; and Gary Brewer, executive officer, Newark. R. P. Hunt is instructor.

### Richardson Is Manager For Association Here

Fred N. Richardson, manager of the new Centerville office of the Berkeley Savings and Loan Association, is a Californian by choice who has lived in the Bay Area since 1948.

Richardson moved to Centerville three months ago, and lives at 180 Stevens Street with his wife, Kay, and their two children, Pamela and Craig.

Born in Illinois, Richardson was educated there and moved to California after his graduation. He was first employed by Douglas Aircraft Company in Los Angeles, then joined the Production Control Department at the Naval Air Station in Alameda.

During World War II, Richardson served in the Army Air Corps from 1942 to November 1945.

After leaving the service, he managed a grocery market in Los Angeles for three years, then returned to the Bay Area in 1948 as a civilian employee at the Alameda Naval Air Station. He joined the Berkeley Savings and Loan Association in February, 1952, as an appraiser in the Home Improvement Loan Department. He was in charge of the G. I. processing department in the Berkeley office when appointed manager of the new Centerville Branch.

While living in Alameda, Richardson was active in civic affairs, and served as president of the Alameda Junior Chamber of Commerce in 1951 and 1952. He received the Key Man of the Year award, and has been presented with a life membership in this organization.

The Association also built the Sprouse-Reitz building and leased the store to them. This is also of modern design - 8,000 square feet, with an es-

# News-Register

Serving the Eight Communities of Washington Township in Southern Alameda County

NEWS-REGISTER Page 17 December 9, 1954

Attractive Addition to Township

## Berkeley Savings' Centerville Branch Opens Saturday With Public Fete

On Saturday, December 11, Berkeley Savings and Loan Association opens its new Centerville office with an open house. Officials of the Association will be on hand to extend greetings and offer refreshments to all who visit the new \$100,000 building.

Visitors will see a brand-new, modern building with light beige and cocoa walls, salmon-colored counters with grey oak fronts, and safes and filing cabinets recessed into the walls. One-half of the counters are standing height, the others are desk height with chairs for customers.

Centerville residents who have watched the building progress are already familiar with its glass front, brick trim and planter boxes, the green sidewalk and modern marquee. There is also a large parking area in the rear, for 50 cars.

The land was purchased the first of the year, and ground broken August 1, 1954. The architect is Paul Hammarberg of Berkeley, the general contractor Marvin E. Collins of El Cerrito, and Harold C. Johnson of Pleasant Hills is the foreman.

The Association also built the Sprouse-Reitz building and leased the store to them. This is also of modern design - 8,000 square feet, with an es-

Cubs Will Meet  
Friday In Newark

Newark Cub Pack 1 will hold its monthly pack meeting on Friday, December 10 at the grammar school.

### Lose Licenses

Two Township drivers had

their licenses suspended last

week for drunken driving convictions.

They are L. Lovin, 357 Anza St., Mission San Jose; and Trinidad A. Mercado, Newark.

Joseph C. Bettencourt of 135 Parish Ave., Centerville was

caused suspension similarly convicted, but es-

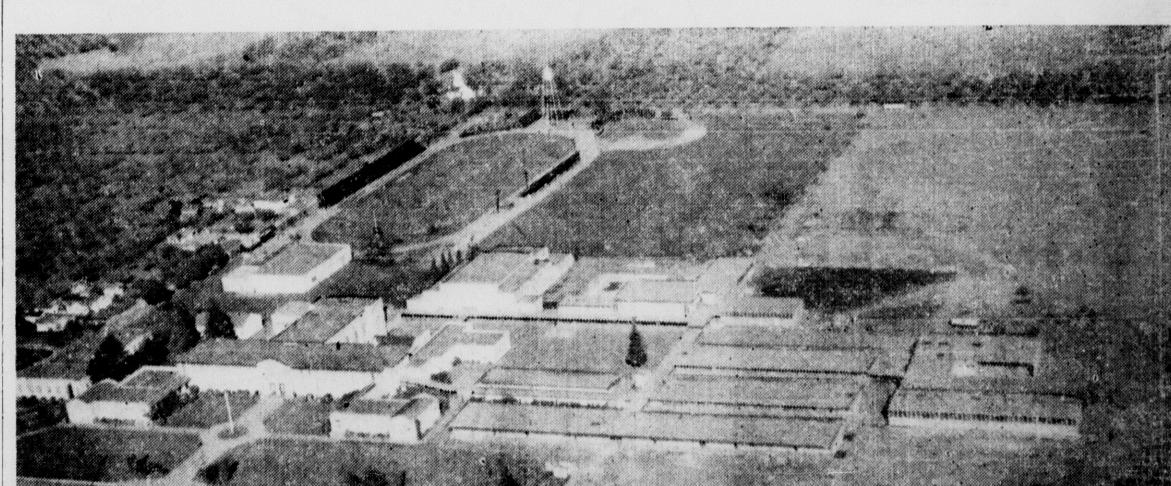
### TRY THE WANT ADS



WELCOME—two new neighbors, Berkeley Savings & Loan, and Sprouse-Reitz, two nice folks to have next door.

Their agreement to invest in the Township's future is both flattering and thought-provoking. It means other eyes will be cast this way. Let each individual consider what he can do to clear the way for more friends like Berkeley Savings and Sprouse-Reitz.

## WASHINGTON UNION HIGH SCHOOL— SERVING ALL OF WASHINGTON TOWNSHIP



NOW—Berkeley Savings expands to meet the needs of your community.

Residents of Washington Township point with pride to Washington Union High School — educational and social center of this growing area. And now, to serve you better, Berkeley Savings has opened its newest office in Centerville to meet the growing needs of Greater Washington Township. Come in and meet us. We're having open house on Saturday, December 11th. Refreshments and souvenirs for everyone.

## EARN MORE WITH SAFETY

3%  
PER ANNUM  
CURRENT RATE

YOUR ACCOUNT  
INSURED  
UP TO \$10,000

## BERKELEY SAVINGS AND LOAN ASSOCIATION

168 SOUTH MAIN STREET - CENTERVILLE

Fred Richardson, Manager



HEADQUARTERS—for famed poultry producers, Kimber Farms, Inc., is this handsome \$150,000 building on the highway south of Niles. It is slated for occupancy in about a month. Architects are Sorenson & Ellsworth of Niles. (NEWS-REGISTER Photo)

OPEN HOUSE - SAT., DEC. 11

• REFRESHMENTS!  
• SOUVENIRS!

Hours 9 to 4, Mon. thru. Thurs.; 9 to 6 Friday

Telephone Centerville 8-8355

## CAROLLING AROUND NEWARK

JEANNE and GENE CARROLL  
Newark 3-3564

## AROUND TOWN

The other day when we had our phone book open we eavesdropped on part of a conversation that came out something like this.

"Hey Henry! Veach song do we Sing?"

"Von Euv listen ven I talk. Vee sing Voorhees a jolly Goode fel-la."

Then there was that good friend of ours who made us feel better with this observation. It

is no Comfort to Mohn about the Poffitt others make.

We wonder how your name will fit in here. When & How!!!

The Fireman's Association is selling Christmas trees at the Fire House and very good ones too. They certainly did a good job on the fairyland display.

It's about time Christmas decorations and lights were in place over Thornton Avenue. Last year the town was brightened with their glow.

We never have said and won't say now that we are anything

## AROUND NEWARK

but sad to see a service station in what we think should be a store site, at Thornton and Sycamore, but regardless of what we think, it's there. Manager is Norman Campbell who formerly had the Texaco station in Niles. Campbell lives in Newark now. We wish him well

Paul Gyax hung up a shingle on his home this week announcing to the world that he is now an agent for All-State Insurance. He completed the training school for All-State agents last week and is now in business.

Now that Paul is no longer a Stop & Shop man, we were wondering if he will come up with

## AROUND NEWARK

another slogan name like Stop & Be Safe.

Girl Scout Troop No. 77 was reactivated at a Mothers Club meeting held at the home of Mrs. Fred Armstrong, leader of the Troop. The meeting was held on Friday, November 26, and the first meeting of the Scouts was held on Wednesday, December 1 at the home of Mrs. James Adamson.

The Troop will make bean bags for school children for rainy-day use as their service project. If more girls, 10 years or older and their mothers are interested in Girl Scouts, they are welcome to contact Mrs.

Adamson, chairman of Mothers Club, at Newark 3-2062.

Charles Galloway, son of Mr. and Mrs. Harvey Galloway, celebrated his 8th birthday with a Saturday party. His guests included: Terry Kraft, Jimmy Nevis, Roger Molett, Ronald Ericson, Roddy Sammon, Bobby Richards, Janet Haynes and Kathy Morgan.

Happy wedding anniversary greetings and congratulations were heaped on Ben and Hilda Vierra as they celebrated thirty-one years of wedded happiness on Monday, December 6. May we add ours?

Robert and Doris O'Bryant

## AROUND NEWARK

have been practicing co-existence for the last eighteen years and they celebrated the anniversary date on Tuesday, December 7. Congrats!

R. O. and Maude Grace celebrated the 40th anniversary of their wedding which took place in Hutchinson, Kansas, on December 6. Last Sunday the Graces held open house at their Birch Road home to celebrate the occasion.

AC 2-c Bob Sharp and his wife Grace arrived back home last Wednesday with their wonderful family after spending the last eight months on Guam—a little longer for Bob. Grace tells us that it was very hot on Guam but the children, Sally, Bobby, Sue Lynn and Sharon Rae all thrived on it. Bob checked in at Treasure Island for reassignment (probably in the Southland) but first to enjoy a "thirty" leave ashore here, that's their plans.

A blessed event that took place in San Jose Hospital on Saturday, November 20, brought a new member into the Newark cradle set. This young fellow who weighed six pounds, six and half ounces, was named William by his proud parents, Bill and Evelyn Fries of Mulberry Street. They have one other son, Kenneth.

Newark lost two more old timers the past week-end when Miss Anna May Fyffe and her mother, Mrs. Margaret Fyffe moved into their new home at 214 Glenmoor Drive.

The Ed Maughans entertained their good friends, Mr. and Mrs. Quentin Taylor and family of San Juan Bautista last Sunday.

Carolyn Nunes, daughter of Mr. and Mrs. Frank Nunes, celebrated her twelfth birthday on November 27 with a wonderful party. Her guests included: Kitsy Garcia, Phyllis Cuteri, Elfreida Jensch, Marilyn Watts, Barbara Silver, Diane Avila, Marlene Dachtler and Barbara Rogers.

Little Herbie Gotelli, son of Mr. and Mrs. Herbert Gotelli, really had a time for himself on Friday, November 26. The occasion was his second birthday party and he was so happy with all

## AROUND NEWARK

the excitement created by his guests, Linda Bowhen, Johnny Moore, Debbie Bush, Ann Davis, Mae Miller, Laura Brown, Emma Dias, Mildred Soito, June Olivera, Lois Gularite, Jackie Martin, Rose Martin, Gladys Rodriguez, Helen Elaine Rodrigues, Ann Wolf, Delinda Ennes and Lucille Middaugh. Youngsters present were: Judy Ennes, Kathy Ennes, Nancy Soito, Larry Ennes and Jimmy Miller. Unable to attend but sending gifts were: Vida Tribe, Mayme Springer, Beth De Valle, Louise Nunes, Loretta George and Kathy Brown.

Shortie greetings bring happy birthday wishes—to Lillian Armstrong as she celebrated her 12th

on Monday to James Adamson

who was fourteen the same day

to Michele Roderick who had a four-candle day on the 6th

to Henry Lewis and we didn't

count his candles as he celebrated on Monday to Eileen

Wood as she passed another

mark in her life on the 6th—and

as we round out the Monday

celebrants here's one to Gerry

Gorman as he shifted into a

higher gear on the 6th to Dennis Jones

who is about due to

have the cast removed from

his broken arm and meanwhile

celebrated number eleven on

Tuesday—well, well, here's one

addressed to Nana as she passes

her day on the 8th and attached

to it is a bouquet of violets—to

Floyd Seymour who likewise

marked another year on Wednesdays

to Rita Goularte who did her celebrating back there

a few days ago.

The Christmas season is sure

upon us now as we hear of

the various clubs, businesses and

just plain people planning special

Christmas parties and get-

togethers.

There is also another sure sign. Rain, Christmas shopping and rain seem inseparable companions except for the few brave souls who really do their Christmas buying early.

The Sunday School of the

Presbyterian Church will have

its annual Christmas program

on Sunday, December 19, at 7

p.m.

## AROUND NEWARK

Sarmiento, Adelaide De Valle, Joanne Manley, Marie Dutra, Pauline Brown, Marge Silver, Mae Miller, Laura Brown, Emma Dias, Mildred Soito, June Olivera, Lois Gularite, Jackie Martin, Rose Martin, Gladys Rodriguez, Helen Elaine Rodriguez, Ann Wolf, Delinda Ennes and Lucille Middaugh. Youngsters present were: Judy Ennes, Kathy Ennes, Nancy Soito, Larry Ennes and Jimmy Miller. Unable to attend but sending gifts were: Vida Tribe, Mayme Springer, Beth De Valle, Louise Nunes, Loretta George and Kathy Brown.

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**COME ALONG TO OPENING DAY FUN!**

**BIG FREE SHOW!**

**DON SANTO AND HIS JUVENILE STAGE FROLIC**  
SINGERS - DANCERS - COMEDY  
2:30 p.m., Saturday December 11

Every man, woman and child in Centerville is invited! Come, see hundreds, thousands, of new variety items. Walk down spacious aisles, enjoy colorful displays. For 45 years, westerners have depended on Sprouse-Reitz for the finest quality merchandise and nationally advertised items. It's always been our tradition. Now, with one of the most complete of all variety stores at your service, start a tradition of your own... that of dropping in often, having fun while shopping... and saving money at Sprouse-Reitz.

Come along, join your neighbors... AND DON'T MISS OUR "GET ACQUAINTED" SPECIALS!

**XMAS CANDY 29¢**  
YOUR FAVORITE MIX  
CANDY BARS-GUM 5 for 19¢  
-MINTS  
-POPULAR BRANDS

**Ladies Nylon Hose**  
The season's newest shades.  
51 Gauge 15 Denier  
AN EXCEPTIONAL VALUE 79¢

**Ladies' Nylon Panties**  
White or Flesh Color.  
Sm. Med. Lge.  
Children's Panties  
Novelty Patterns.  
All sizes 2.98¢

**FACE POWDER 59¢**  
Woodbury's latest shades  
Reg. 1.00. Opening special  
Bubble Bath 2 Boxes \$1

**PLASTIC DRAPES 98¢**  
Modern patterns to beautify your home  
COL-O-VIN PLASTIC 1.49  
Heavy gauge, 54" wide.  
Assorted colors.

**POTTED IVY 15¢**  
Extra Special  
Opening Day Only  
Give a gift for Xmas from our complete  
horticulture dept.

**FREE PARKING**

**SPROUSE - REITZ**  
VARIETY STORES

170 South St. Centerville  
STORE HOURS: 9 a.m. to 9 p.m. every day until Christmas



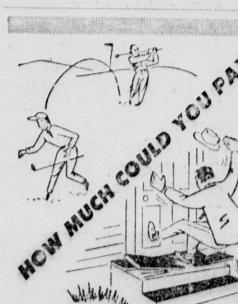
EDUCATION CENTER—for Newark is the local grammar school, now serving more than 900 pupils. At right, outside photo, ground is being cleared for an "intermediate" school for upper elementary grades, designed to ease pressure on the present overcrowded school. In distance are new homes in Los Ranchitos tract. (NEWS-REGISTER Airphoto by Ken Foster)

**Milk Now... my Coffee later**

It's "go, go, go" every day for super-salesman Tom. Milk with meals helps him stay on the ball... supplies the pep, energy and drive he needs for success. Start enjoying delicious, refreshing milk with your meals and see!



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For Quick Results



If you lost a damage suit tomorrow, how much could you pay? At home, taking part in sports or other leisure activities—most any contact you and your family have with others—you need the financial protection of our Comprehensive Personal Liability Insurance.

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EAST BAY PRODUCERS' MILK COUNCIL

De Valle,ie Dutta,ge Silver,own, Emma June Off-tackie Mar- dyds Rodri- Rodrigues, innes and Youngsters nes, Kathy Harry Ennes Unable to ifts were: Springer, Junes, Lor- Brown, ing happy Ilian Arm- d her 12th Adamson same day who had the 6th— we didn't he cele- to Eileen l another 6th—and Monday to Gerry into a 6th — to about due oved from meanwhile eleven on here's one she passes and attached violets—to likewise on Wed- clarte who back there n is sure shopping able com- few brave their Christ- 1 of the will have program 19, at 7

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Ads results

UPAY?

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1554

A NEW START HERE

## Centerville Service Station Owner Was War Prisoner

By STUART NIXON

There's a real story behind the burly frame and twinkling eye of that man pumping gas opposite the high school.

"I can't see why folks'd be interested in me," says Clifford C. Bennett, former auto magnate, prisoner-of-war, and past Grand Master of the Masonic Lodge of The Philippine Islands.

Bennett's story would interest anyone with more than a minute to spare to get a tankful at the new Flying A station across from Washington Hi. It is the tale of a man who refuses to admit defeat, although the tide of war and unrest swept him roughly from one career after another.

In 1932 he landed in Manila looking for new frontiers. He found them in the provinces north of the capital. There he built a thriving auto agency, soon was a person of consequence in the pre-war Philippine business world.

War clouds were gathering, though, and Bennett sold his business. He became a civil-service inspector at Clark Air Force Base. When the Japanese tide swept across the islands in 1942, he was captured and interned in infamous Santo Tomas Prison.

Mrs. Bennett and their three small sons however were sheltered by a friendly Filipino family survived the worst horrors of the occupation. Their father knew privation and hunger at Santo Tomas that sent his normal football-players' weight down to 110 pounds.

"We used to trick our captors in order to stay alive," Bennett recalls. "If a chicken died in the prison we were supposed to account for it and bury it, so it couldn't be eaten. There was one chicken we must have buried five or six times a day."

Aided by food smuggled in from Filipino sympathizers, Bennett survived until the liberation in 1945. He was told that as a released prisoner, he would have to return to the States, by order of General MacArthur. Says he: "I told 'em to tell the general I was staying in Manila. Of



CLIFFORD BENNETT

course they didn't know I'd been a friend of his."

Bennett had helped initiate MacArthur into the Masonic Lodge in 1936, as a junior grand officer.

By 1950, with his business enterprises on their feet again, Bennett was advanced to master of the Grand Lodge, with more than 100 chapters in The Philippines, Japan and China.

That year, he spent most of his time visiting them by plane.

An unusual angle is that although his wife is Catholic and their children are raised as Catholics, she was permitted to become Worthy Matron of a Manila Eastern Star chapter when Bennett was Worthy Patron.

Competitive conditions worsened in Manila in the postwar years, due in part to an influx of refugees from China loaded with money to invest for themselves, Bennett says. So in 1953 he decided to return to the States. He joined the Tidewater Associated Oil Co., and was given

December 9, 1954

NEWS-REGISTER

Page 19



OFFICERS—Student body were elected for the first time this term at Centerville Elementary School. Left to right are Judy Griffith, secretary; Joyce Sekigahama, treasurer; Joyce Ducoty, yell-leader; Albinia Ceruti, vice-president; Victor Loverra, president.

### W.T. Sportsmen Elect Mel Seal

Mei Seal was elected president of the Washington Township Sportsmen's Club at the November 26 meeting.

Also on the new slate of officers are Chris Mickelson, vice-president; John Calcagno, treasurer; Jim Miranda, secretary; Joe Dutra, sergeant-at-arms and publicity chairman; Ray Bettencourt, field chairman.

Pete Nunes, chairman of social activities, announces the Christmas party will be held December 18. Assisting Pete with this event are Calcagno, Dutra and Bettencourt.

The club plans to hold a card party or other fund raising activity monthly. Bettencourt will plan an outdoor activity each weekend, weather permitting.

The new station in Centerville.

The Bennetts now live in Irvington, at 108 Eugene St. The two oldest boys go to Washington Hi, the youngest to Irvington School, and there is a baby girl, one year old, with Mrs. Bennett at home.

"I'm starting from scratch, you might say," admits cheerful Cliff Bennett. "But it's what I want for myself and my children."

### Co. Fair May Start June 24

June 24 to July 7 are the dates for the 1955 Alameda County Fair.

This was tentatively set last week by Alameda County's Board of Supervisors, pending final ratification by the State Board of Fairs and Expositions.

Supervisors agreed on dates for the Pleasanton exhibition and horse race meet.

Supervisor Harry Bartell proposed the change in dates following a telephone conference with Delos Murphy, chairman of the California State Horse Racing Board.

The realignment of fair dates meets Solano county's demand that its eight-day race meet include two Saturdays, and does not cut Alameda county out of any weekend racing, Bartell said.

The Solano fair will start July 8. The retiring supervisor also reminded the board it has no contract with the Alameda County Fair Association for 1955 and suggested the contract be negotiated.

Almost the entire California catch of salmon is landed from Monterey north to Crescent City during the commercial fishing season.

### Orchard Park

By DON BROWN

Hi Ya Folks!! That new Neon sign put in place this week by Ray Alvarez of Ray's Men's Wear store in Orchard Park, is a welcome addition to the lighting of our shopping center. We sincerely hope before long to have more of a display of lights here. Ray had his Grand Opening this last week with searchlights and everything to go with it. It was very nicely arranged with orchids for the ladies who attended.

Little Kenneth Salih, infant son of Kenneth and Marianne Salih of Baine Avenue, returned home this last week after a stay in a San Jose Hospital for observation. We sincerely hope that the little fellow will be alright from now on. The Salih's are constructing a new home on Olive Street in Irvington, which they hope to occupy shortly after Christmas. I believe the News-Register Orchard Park reporter should be invited to the House Warming Party which is sure to take place at a later date. (Hint)

Young (very young) Mr. Gary Kolberg, the recent arrival in the George (Western Auto) Kolbergs, was christened Sunday at the local Presbyterian Church. Later Mrs. K's sister and brother-in-law Mr. and Mrs. Elmo Zelmer of Palo Alto and (Grandma and Grandpa) Zelmer of Mountain View were dinner guests at Kolberg's, honoring the christening.

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Honored—Mr. and Mrs. George O. (Smith-Peters Corp.) Smith will be honor guests Tuesday, December 21, at a dinner given by the General Contractors Association of Contra Costa County at Orinda Willows, Orinda, Cal. Smith was the first president of the association in 1937 and will be given a plaque in appreciation of his accomplishments in that position.

Meet the folks—With considerable difficulty we obtained a few facts about our column Guest

for this week. One who doesn't like to talk about himself, E. Lee (Banana Cake) Gebo, the barber in Orchard Park, was born near Billings, Montana, in 1900. (old guy isn't he). Lee as he is known to us has had 28 years in the barbering business. He has operated tonsorial parlors in Piedmont, San Leandro, and during WW2 had the shop in the Oakland Hotel. His thoroughly modern shop at 469 Thornton Ave. is one to be proud of. Lee's hobby is baking cakes and we of the Shopping Center can vouch for his ability as a baker. Everyone agrees that the cakes he turns out are a work of art. So far no free samples are given with each haircut.

That new boat constructed on Dutra Way seems to be nearing completion. If this rain keeps up maybe we can witness a launching right on the street. Anyhow it looks like a swell boat. Your correspondent owns an outboard motor and if a flood should occur, don't be surprised if we go boating around the tract.

Ambulance Rolls—We are not sure whether or not a record has been established—but since our last report on Nov. 29, there has not been a serious highway accident in this territory. It looks like we have already established an SD or period ahead of the national day, coming up this month—Sunday evening at 9:05 p.m. the ambulance was called to a three-car accident one mile south of Irvington but upon arrival there it was found that only slight injuries were incurred by a lady passenger who received small cuts on the face and possibly a sprained ankle. No ambulance needed.

To keep the record straight, that place at 243 N. Main Street has not been converted into a used or new car lot. This last week Bernie Vail received a new Willys sedan to add to his fleet of seven other rigs. This makes a fleet of three ambulances, three cabs, one private passenger car and a utility car. The taxi drivers have been trying to sneak that new car out for cab use but Bernie has kept it padlocked so tight that they have had no luck. The new car is painted the same color as the others of the fleet and they all make quite a display.

The San Francisco Civic Auditorium has a seating capacity of more than 9,000 persons.

### Farm-Home Center Host To County

The Alvarado Farm-Home Center

was hostess to the Alameda County Farm Bureau Home Department last week at Crow Canyon Chateau. Seventy-five members enjoyed a turky dinner.

Mrs. Jessie Murphy, county committee chairman, gave the report on the Farm Bureau Federation convention, held in Long Beach.

Entertainment was put on by the Hayward Dancing Dolls. Christmas gifts were exchanged.

Bayview will be hostess at the meeting, February 1, 1955.

There will be meeting of the Executive Board in January to outline the program for 1955.

READ THE WANTADS!

### Roderick Marks 35 Years In B. of A.

Thirty-five years of continuous service on the staff of Bank of America was observed this week by George S. Roderick, assistant cashier at Centerville branch.

Roderick joined the organization in Oakland in 1919 as a bookkeeper and teller. He transferred to Centerville branch in 1922 and was appointed chief clerk and assistant cashier in 1931. He subsequently served at Pleasanton branch and San Francisco headquarters and was reassigned to Centerville branch in 1935.

Born in Centerville, Roderick is married and is active in the Native Sons of the Golden West, American Legion, Knights of Columbus and the Red Cross.

### Growing with Southern Alameda County

Congratulations to Berkeley Savings and Loan Association for its foresight and enterprise in making its valuable services available to the people of Southern Alameda County through a new office in Centerville.

Like Berkeley Savings, our service is conveniently close—

... in HAYWARD: 1164 - A Street near Foothill Boulevard Tel. JEFFerson 7-8300

... in OAKLAND: 15th and Franklin Streets Tel. GLENcourt 1-8300

A policy of Title Insurance protects and defends your interest . . . if loss should occur, it pays you promptly.

OAKLAND TITLE INSURANCE COMPANY

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to the company of those whose foremost interest is the development of Washington Township.

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### NEW HOMES...TO MEET THE EXPANDING NEEDS OF CENTERVILLE



NOW—Berkeley Savings and Loan Association Expands to serve CENTERVILLE better.

Berkeley Savings, with assets in excess of eighteen million dollars, is one of the large savings and loan associations of California.

Our new permanent home in Centerville is now ready to help you save with safety.

Come, visit us and learn how we are geared to serve the people of Centerville.

OPEN HOUSE - SAT., DEC. 11

- REFRESHMENTS!
- SOUVENIRS!

Hours 9 to 4, Mon. thru. Thurs.; 9 to 6 Friday

### EARN MORE WITH SAFETY

YOUR ACCOUNT  
INSURED

UP TO \$10,000

BERKELEY SAVINGS  
AND LOAN ASSOCIATION

168 SOUTH MAIN STREET - - CENTERVILLE

Fred Richardson, Manager

**Congratulations and  
Best Wishes  
to a Great  
Institution**

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**SEE THE WANT ADS FOR VALUES**

# WELCOME

## BERKELEY SAVINGS & LOAN ASSN.

TO CENTERVILLE AND WASHINGTON TOWNSHIP



## GLENMOOR HOMES INC.

337 Glenmoor Drive  
Centerville

## MISSION SAN JOSE

By REGENA DENNIE  
A bundle from heaven was dropped at 416 Cortez Street on November 6, to Mr. and Mrs. James Park, Jr. Gerald James was born at the Hayward Hospital weighing 7 lbs., 1 oz. He has a sister, Vickie Lynne, 2 1/2.

Sorry that Geary Phillips is still on the sick list after an eye injury received four weeks ago.

Den No. 3 of the Cub Scouts held a meeting at Mrs. Jean Dunlap's on Tuesday. A birthday party was held for Eddie Andrade. Den No. 4 had a birthday party for Teddy Kritikos at a meeting held at Betty Andrade's home on Wednesday. Plans for a Cub Scout Christmas Party is in store on December 16, at the Grammar School.

It's promotion to Private First Class for "Nonie" Fernandez, son of Mrs. Josephine Chambers, who is stationed in Virginia.

Ann Crezier was hostess at a Gadget Party on Tuesday morning. Guests were: Barbara Sparks, Eleanor Moore, Barbara Blabben, Yanako Kraft, Musado Trimby, Sumiko Wing, Regena Dennie, Beverly Carter, Lavell Thomas and Ariene Estep.

Mr. and Mrs. Frank Vargas and Richard and Mr. and Mrs. Joe Azevedo and children motored to Citrus Heights for the holiday as guests of Mr. and Mrs. Bert Hardy.

Week-end guests from Arroyo Grande for the Ken McBride's were Mr. and Mrs. Lee Konnerth and Diane, and Mrs. Laura Fultz.

Congratulations to Mr. and Mrs. Eddie Santos. Guy Edwards, their second son, was born on November 19 at the Livermore Hospital and weighing 6 lbs. and 7 ozs.

Lt. George Casterlin is home after an 8-month cruise around the world. His mother, Mrs. Bess Casterlin, met George when the boat docked in San Diego.

The Intermediate Scouts held their first meeting at the home of Mrs. Helen Aust, with twelve attending. Co-leaders are Helen Aust and Diane Kirtland and Senior Girl Scout is Kathy Sweeney. Their first project will be making favors for the trays on Christmas for the Masonic Lodge in Decoto. Also the Scouts will sing Christmas carols at the home on December 22. Meetings will be held every Tuesday at 3:45 p.m. at the Aust home.

Congratulations to Shirley Priester and Bud Telles who were married in Reno on Saturday. Mr. and Mrs. Marvin Santos were their witnesses. The newly-weds are now making their home temporarily in Irvington.

### LOSE LICENSES

Convicted of drunken driving, Jose M. Villalobos, of Warm Springs, was deprived of his operators' license last week by action of the State Department of Motor Vehicles. Reuben A. Monroe Jr., of Irvington, likewise suffered a license suspension for traffic infractions. Gideon H. Smith of Niles was convicted of drunken driving, but escaped a suspension.

Mr. and Mrs. Dan Bodily and family of Anita Court, motored in their new Oldsmobile to Marin County, visiting friends.

George Silva, of Anita Court, had a sleepless night Saturday, when he received his new car.

Stolen from Bodily's model home, on Valle Sierra Orchard, was a \$50 barometer. This is the second time the home was burglarized.

Patricia Herrera, of 166 Anita Court, recently had a party on her tenth birthday.

Roy Secada, of 370 Orchard Drive, teaches evening classes in Piano.

Mr. and Mrs. Albert Wanlin, of 238 Goodrich Way, and their four children had Mr. and Mrs. Henry Schultz and their three children from Hayward,



CONTRAST—Between old and new is made clear in this camera shot of Mission San Jose, made from St. Mary of the Palms School. St. Joseph's Church spire in distance marks site of historic mission

founded in 1797 by Catholic Fathers, while homes in background have tripled town's population in past two years.

(NEWS-REGISTER Photo)

## News From Ellsworth Orchard

By MARIE BENECASA

Mr. and Mrs. Fred Temps, 166 Anita Court, are owners of the Hayward Bowl.

Girls! let's start a Niles Bowling team, if interested call Niles 8321.

Mr. and Mrs. Dan Bodily and family of Anita Court, motored in their new Oldsmobile to Marin County, visiting friends.

George Silva, of Anita Court, had a sleepless night Saturday, when he received his new car.

Stolen from Bodily's model

home, on Valle Sierra Orchard,

was a \$50 barometer. This is

the second time the home was

burglarized.

Patricia Herrera, of 166 Anita Court, recently had a party on her tenth birthday.

Roy Secada, of 370 Orchard Drive, teaches evening classes in Piano.

Mr. and Mrs. Andrew Parker,

of 264 Goodrich Way, has her

father from Oregon visiting

them.

visiting them. It was a house full of children.

Mrs. Rose Kerns, of 295 Goodrich Way, former assistant Pastor of the Four Square Church in Niles is recovering from illness.

Anthony G. Roderick, of 241 Jones Way, his brother-in-law, Manuel J. Rego, of Alameda and Mrs. Shirley Nickolsen of Oakland, all celebrated their birthdays at the home of his mother in law, Mrs. Minnie Rego of Third Street November 28.

Karen Bodily of Anita Court celebrated her birthday with a party on Saturday. Fifty neighbor children attended.

Mrs. Hazel Woods, of 115 Orchard Drive, recently celebrated her birthday.

Mr. and Mrs. Andrew Parker,

of 264 Goodrich Way, has her

father from Oregon visiting

them.

R. B. Hagerman, A. C. 1,

U. S. N., of 321 Goodrich Way,

## Hospital Bids To Be Opened Jan. 20

January 20 is the date when bids will be opened for Washington Township's community hospital.

Hospital directors last week opened a call for bids on the structure, to be located on Santos Avenue. Estimated cost

left Wednesday night for Fighter Squadron 51, going to Miramar, N. A. S. He has been in the Navy 13 years.

LOST! Buttons: When Dan Bodily was presented with a scroll and a wrist watch for the Alameda and Contra Costa Homes, for having one of the finest model homes, those buttons started popping and still are!

Scout Cubs, Den 5, won the monthly trophy and attendance award for November.

Charlene Olson, ten years old, of 145 Orchard Drive, won a bike at the Niles Theatre Saturday.

is \$1,250,000.

Directors questioned Architect Larue Sorensen concerning their authority to delegate portions of the work to local contracting firms or to require employment priority for residents of Washington township.

Sorensen replied that the general conditions of the specifications emphasize those points as strongly as possible by stating "as far as is possible, preference will be given to Alameda county labor" and "as far as is possible, preference will be given to Alameda county-made materials."

The architect acknowledged that rigid enforcement of such requirements would be impossible.

Sorensen announced that approximately 20 contractors have expressed interest in bidding on the hospital. He said he already had received almost a dozen requests for blueprints.

## "Welcome to Washington Township"



## BERKELEY SAVINGS & LOAN ASSOCIATION

- FASTEST GROWING HOME AND INDUSTRIAL COMMUNITY AROUND SAN FRANCISCO BAY!
- ON THE DOOR STEP OF THE NEW FORD PLANT!
- OFFERING AN ABUNDANCE OF LAND - WATER - POWER TO AMERICA'S INDUSTRY!
- THE WORLD'S FINEST CLIMATE!

## WASHINGTON TOWNSHIP CHAMBER OF COMMERCE

Manuel Hidalgo, Pres.

Vernon Ellsworth, Sec.

Ed Fabbri, Treas.

## Tracts Tax Sewers At Irvington

The Irvington area may be outgrowing its britches for the moment, sewer-wise.

This possibility was more than a warning hint at last week's special meeting of the Irvington Sanitary District.

Directors granted the Stafley Davis Organization permission to connect 200 new homes with its trunk sewer on Highway 17. But Chairman R. J. Wright said today:

"According to our engineer, we can no longer grant unlimited connection privileges. The engineer, Harry Goodridge, tells us we may overload the 12-inch main on Highway 17 which is the only link between the new tracts and our treatment plant on Landing Road."

Wright hastened to assure residents there is no immediate danger of overloading the system. But he went on:

"We want to go slow until we have these new areas annexed and see where we stand, financially and from the standpoint of capacity."

He said it probably will be necessary soon to (1) build a new \$40,000 digester at the treatment plant, and (2) to parallel the Highway 17 main with a larger sewer.

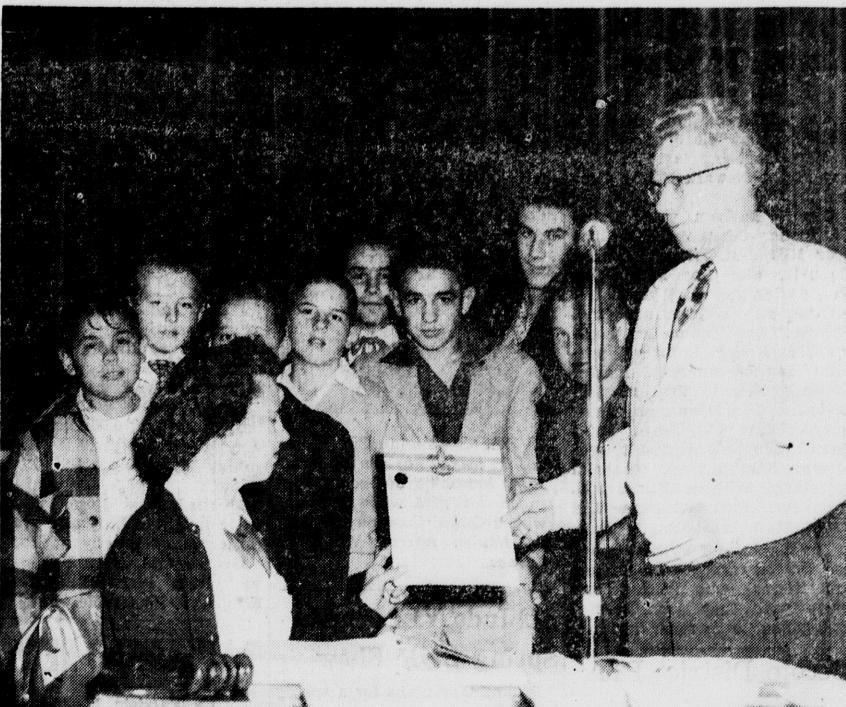
Wright did not say that there would be restrictions on future tracts, but some builders pointed out that with 2,000 to 3,000 homes immediately planned for Irvington, overloading may come sooner than expected.

The Davis homes at PG & E Road will connect to the main via a line southward to Cooks Road, thence east to the highway. The main will be installed at the subdivider's expense.

Roland Bendels  
Visit Son, Wife

Visiting their son Lt. Roland Bendel, U.S.N., and his wife in Monterey for the Thanksgiving holiday were Mr. and Mrs. Roland and Bendel of Niles.

The senior Mr. and Mrs. Bendel were also celebrating their thirty fifth wedding anniversary.



CHARTER NIGHT—Irvington Boy Scout Troop 1 members marked their organization's 30th anniversary last Thursday when they received their annual charter from the Irvington PTA. Handing the document to Acting Scoutmaster Jim Heller (right) is Mrs. Lucille Kuhne, PTA president. (NEWS-REGISTER Photo)

### Past Presidents Honor Mothers

The Past Presidents Club of St. Jude Institute, Y.L.I., of Irvington, recently held their annual dinner meeting at which they honored their mothers.

Marianne's Restaurant in Santa Clara was their selection this year. A group of 13 members and mothers enjoyed dinner.

At a recent meeting at the home of Antoinette Cordeniz in Centerville, Rev. Fr. Clyde Tillman of Mission San Jose was welcomed to the club.

Final plans were made for the doll booth at the St. Joseph Parish Bazaar. The group dressed 48 story-book dolls for this project with Beatrice Enos as chairman.

A sizable amount was realized from their doll booth and the club members wish to thank all who helped.

### 4 Map Makers Hired To Care For Growth

Four new map-makers were authorized for County Assessor Russell Horstmann's staff last week, to keep abreast of what they honored their mothers.

Marianne's Restaurant in Santa Clara was their selection this year. A group of 13 members and mothers enjoyed dinner.

Horstmann said he needs the draftsmen to bring in maps of Washington Township and the neighboring areas up-to-date, so that he may compile the 1955-6 assessment rolls.

The Supervisors acceded to Horstmann's request.

A granite monument — the Hispaniola of "Treasure Island" — in San Francisco's Portsmouth Plaza, is dedicated to Robert Louis Stevenson.

### New Rotarians

New members of the local Rotary Club, admitted last week are: Carl Flegel, certified public accountant; Wayne Davis, agent for Monarch Insurance Co.; Conrad Wahlquist, personnel manager for Rheem Manufacturing Co.; Rev. Noel Glover, Baptist minister; and James Hill, superintendent of the county corporation yard here.

### STANLEY COMMITTEEMAN

Supervisor Chester E. Stanley last week was named vice-chairman of the County & City Affairs Committee of the State Supervisors Association at a convention in Sacramento.

San Francisco's Aquatic Park has facilities for fishing, bathing and boating.

## Irvington Seeks Sites For Schools

Trustees of the Irvington School District met last night with architects to pick the site for at least one new grammar school.

The district is making plans to care for students from 400 new homes, either under construction or on the drawing boards. Voters there recently authorized application for \$1,250,000 state aid.

Supt. Gus Robertson said one of the schools almost certainly will be located south of town, in the Conway & Culligan tract.

Another probably will be situated somewhere along the PG&E Road, he added.

"If we don't get them soon," warned Robertson, "We'll be on triple sessions in our single school." Double sessions have been avoided thus far, although the Irvington kindergarten is on morning and afternoon classes.

### Rheem Reports Sales Down, Profits Up

Rheem Manufacturing Company, for the first three-quarter period of 1954, reported net sales of \$128,194,000 and earnings after taxes of \$4,674,916. After preferred dividends this is equal to \$2.85 per share on the 1,534,073 common shares outstanding.

For the comparable period in 1953, sales were \$144,444,000; net profit, \$3,909,580, and earnings per common share \$2.86 on the 1,249,308 shares then outstanding.

Third quarter sales for 1954 were \$35,971,000 in comparison with \$50,244,000 for the third quarter of 1953 while earnings of \$1,379,136 compared with \$1,133,948 for the same period last year.

President R. S. Rheem states, "A substantial portion of the third quarter earnings was contributed by non-recurring capital gains. Operating income was below normal due to several unusual factors — strikes at three plants now settled, and an abnormal drop in earnings of the recently acquired United States Spring and Bumper Co. due to low sales caused by change-over to 1955 automobile parts production."

## IRVINGTON NEWS

By CAROL KIEP

Welcome back. Mr. and Mrs. Ivan Brummitt arrived from Henry, Nebr., Saturday, for their annual visit with the Bus Leaches. They took the southern route because of snow conditions on the northern route and report that the "temp" in Nebraska was 5 degrees when they left.

Mr. and Mrs. Jack Pennington and son and Mrs. Esther Pennington have moved into their new home in the Stanley Davis Tract.

Notes at random: The Christmas lights went up in Irvington on Sunday, there's some activity on the creek by Soito's Service Station, hope weather will let the flood control work progress at a rapid rate.

The SPRSI, Council 105, Irvington, will have an official visit from Grand President Mrs. Olympia Furtado on December 16 at 2 p.m. in IOOF Hall. All Councils are invited.

Barbara Krueger and Mrs. L. W. Krueger spent Saturday visiting relatives in Salinas.

J. T. Bettencourt, 178 Mission St., received 13 prizes on 16 entries at the canary show at Santa Cruz.

Ladies Auxiliary of Joseph and Stanley Bernardo Post, VFW, will meet December 14, at 8 p.m. in Veteran's Memorial Building, Niles. At the last meeting, the post surprised the auxiliary with entertainment and refreshments.

Mrs. L. W. Krueger was entertained at a birthday dinner Friday at the home of Mr. and Mrs. Joe Burnsed. Guests included Barbara and Betty Jo Krueger and the Burnsed children.

### Alameda Named To Fire Board

A. E. Alameda, rancher, was named to the Irvington Fire Commission last week by the Board of Supervisors.

Alameda replaces Fire Chief Al T. Peixoto on the Board. Peixoto had to step down under new county rulings which prohibits the double role for fire chiefs.

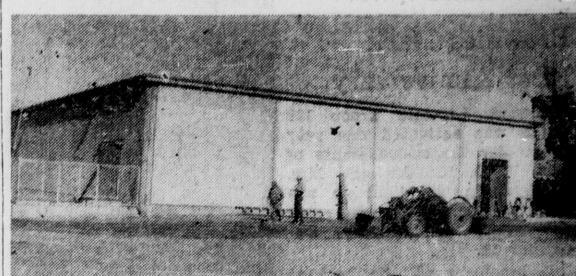
18 4 MAP

The conservatory in San Francisco's Golden Gate Park, a glass building the length of a city block, houses many rare plants.

December 9, 1954

NEWS-REGISTER

Page 21



FOR BETTER SERVICE — New telephone exchange on Second Street, Irvington, will be ready in about one year to put all of the South Township on a dial-telephone system. Pacific Telephone Co. is investing \$600,000 in building and equipment to serve expected population boom in Irvington, Mission San Jose, Warm Springs. (NEWS-REGISTER Photo)

## USE THE CLASSIFIED ADS

### GREETINGS, NEIGHBOR!

A cordial welcome to Berkeley Savings & Loan Association on the occasion of the opening of your Centerville branch.

More than two years' experience in serving this fast-growing area through our Hayward branch, gives meaning to this prediction:

You will find this area offers the type of "business climate" in which your traditionally fine services will thrive.

### ALAMEDA COUNTY-EAST BAY TITLE INSURANCE COMPANY

OAKLAND: 1510 Webster Street

HAYWARD: 1165 "A" Street

## Oliver Rousseau Organization

BUILDERS OF

## FAIRWAY PARK

Adjoining the Hayward Golf Course

"Finest Homes Ever Built"

WELCOMES

## BERKELEY SAVINGS & LOAN ASSN.

TO

## SOUTHERN ALAMEDA COUNTY

WELCOME!

## BERKELEY SAVINGS & LOAN ASSN.

## LEONARDO & BROOKS

developers of

"CABRILLO PARK"

Growing with Centerville

## SCHOOLS AND HOMES... GROWING HAND-IN-HAND MEAN BETTER LIVING IN IRVINGTON



And a growing account at  
Berkeley Savings means bet-  
ter living for you.

People of Irvington and all residents of Wash-  
ton Township can now enjoy the convenience of  
Berkeley Savings' new office in Centerville.

For more than thirty-two years, Berkeley Savings has helped people, like you, earn more on savings with safety. Come in and meet us. We're having open house Saturday, December 11th. Refreshments and souvenirs for everyone.

## EARN MORE WITH SAFETY

3%  
PER ANNUM  
CURRENT  
RATE

YOUR ACCOUNT  
INSURED  
UP TO \$10,000

## BERKELEY SAVINGS AND LOAN ASSOCIATION

168 SOUTH MAIN STREET - CENTERVILLE

Telephone Centerville 8-8355

Fred Richardson, Manager

Hours 9 to 4, Mon. thru. Thurs.; 9 to 6 Friday

Brownies Mark  
First Anniversary

Newark Brownie Troop 128 which was activated one year ago under the co-leadership of Mrs. V. O. Kaehler and Mrs. E. S. Astin will hold an appropriate celebration to mark the event on Saturday, December 11.

A luncheon will be held at Mrs. Kaehler's home for the Brownies. Then the group will be taken to Niles Grammar School to see the Christmas Tableau put on by Niles Girl Scouts.

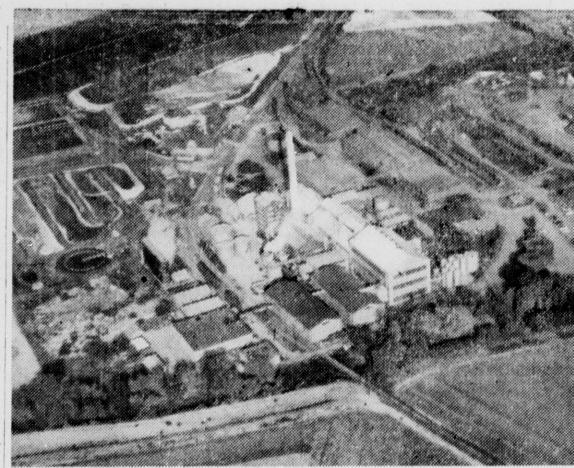
The Brownies have completed their project of making gifts for Christmas giving to their mothers. Members of the troop who will receive one year pins include: Marie Robertson, Louise Ann Richards, Patty Cline, Barbara Taylor, Madge Dias, Louise Latham, Jackie Kaehler and Judith Astin.

**WELCOME!**

Moving to Newark from San Lorenzo are Mr. and Mrs. Robert Moore and their son, Bob, 11 years old. Mr. Moore is a teamster with Consolidated Freightways in Oakland.

New residents in Irvington are Mr. and Mrs. Richard Winter and their two children. They are from Oakland and Mr. Winter is a machine operator for Crown Zellerbach, San Leandro.

Mr. and Mrs. Leland Clark have moved here from Richmond and are living at 104 4th Street, Irvington, with their children Darrell 7 and Alycia.



SWEET STUFF—is made by the ton at Holly Sugar's Alvarado refinery, first sugar-beet mill in the U.S. Holly is Alvarado's largest industry. (NEWS-REGISTER Airphoto by Ken Foster)

3. Mr. Clark is a driver for California Truckways.

Mr. and Mrs. Everett A. Cooper, 123 4th Street, Irvington, are also former Richmond residents. Mr. Cooper is a solderman for Ford Motor Company of Richmond.

Moving from Hayward were Mr. and Mrs. Arthur Rocks with their family of two children. Mr. Rocks works for Interstate Bakeries in Oakland.

Mr. and Mrs. Arnold Cover, Jacqueline 4, and Joe 2, are new residents of Irvington, having moved from Alameda. Mr. Cover is AD/1, Mech. Aircraft at Oakland Naval Air Station.

Moving all the way from New York were Sgt. and Mrs. Robert K. Parker, and their children, David 11, and Patricia 8. Sgt. Parker is stationed at Parks Air Force Base.

**Gellersen Death  
Laid To Heart III**

Richard W. Gellersen, 42, Niles truck operator who died 12 hours after he was involved in a highway accident, died as a result of a heart condition, the County Coroner's office reported last week.

Gellersen, president of the Transport Service, Inc., was discovered in his driveway the morning of November 27. Officers reported Gellersen refused hospitalization the night before, after his northbound pickup was struck in the rear by a sports car on Niles road near Valle Vista Road.

Driver of the other car, Larry Lewis Stahl, 17, 464 Whitfield Avenue, Centerville, was injured in the crash. Coroner's deputies denied there was any indication of a connection between the accident and Gellersen's death.

**Milk Popular In  
Diet Menu Offer**

The fact that self-help programs are of important interest to consumers was demonstrated recently when a newspaper announcement sponsored by the East Bay Producers' Milk Council received a gratifying response to an offer of free diet menus.

According to Joe Costa, of Irvington, chairman of the council, the offer drew over 200 inquiries from persons asking the free diet menus. The diet, prepared by the National Dairy Council, shows the step-by-step way to weight reduction by including milk in the diet. In carefully controlled tests by nutrition experts, subjects on the NDC diet lost as much as 2 pounds weekly and still retained pep and vitality. In principle, the NDC diet adds milk in place of some of the carbohydrates in meals, thus producing a high protein, moderate fat and low carbohydrate diet.

Costa said that copies of the diet menus are still available and may be had free by writing to the East Bay Producers' Milk Council, 610 16th St., Oakland. The East Bay group was set up in 1951 to conduct consumer education programs on the benefits of milk from funds contributed by farmers shipping to the East Bay Area.

Other members of the council's committee are: Ralph Emerson, Oakley; Ed. Orloff, Pleasanton; Al Pollard, Turlock; and Maurice Respi, Petaluma.

in the crash.

Coroner's deputies denied there was any indication of a connection between the accident and Gellersen's death.

**Pythian Knights  
Name Officers**

Members of the Century Lodge, Knights of Pythias, elected a new slate of officers at their meeting last Wednesday at the Newark Youth Center.

George Latham was elected Chancellor Commander for the year 1955 and succeeds Luther Emmett, who has served his club during the past year.

Other new officers are Orville Haynes, vice chancellor commander; Robert Lunsford, prelate; Luther Emmett, master of work; Robert Lloyd, master-at-arms; Leo Bohannon, inner guard; Earl Willburn, outer guard; Leonard Whitbeck, secretary; Sam Arnold, financial secretary; William Hildebrand, treasurer; Earl Willburn and Art Cotton, trustees.

The Knights of Pythias sponsor the Newark Model Busters and Newark Cub Pack 1 and every year they send several youngsters to summer camp.

**Decoto District PTA  
Agrees On End Of  
Insurance Program**

The District P. T. A. Council of Decoto met on December 1 at the Hillview Crest multi-purpose room. The Council is made up of the Executive Boards of Hillview Crest, Bernhard and Decoto Schools.

Dr. Harold Schoenfeld, superintendent of the school district, reported on the district master development program and in service training workshop.

It was agreed that the school accident-insurance program, suggested by the district be dropped due to a disappointing response to notices sent home with pupils of the three schools. The figures were presented by Boyd Morningstar, principal of Borden School.

Plans for the coming Christmas festivities were discussed and it was decided that all class parties will be held December 17 and that Santa will visit the three schools with a treat for each child.



OVERSEAS—Marine Pfc. Richard R. Marabilla, son of Mrs. Jane Marabilla of Decoto, inspects his rifle while serving with a Guard Company of the 1st Marine Aircraft Wing in Korea.

**St. Jude YLI Plans  
Spring Style Show**

By Patricia M. Noia

U. P. E. C. Council 131 and S. P. R. S. I. Council 21 Alvarado are having a joint Christmas party and potluck on December 16 at the Eagles Hall in Alvarado beginning at 6:30 p. m. Exchange of gifts for members and their families will also be enjoyed.

At the last regular meeting of Paul Rivers VFW Ladies' Auxiliary, money was sent to the National Home for Christmas Seals and Christmas gifts were exchanged. Plans were also made for a visit to Oak Knoll Hospital. Wives, mothers, and sisters of men who served in the Korean area between July 27, 1950 and July 27, 1954 are eligible to join the Auxiliary.

The annual Christmas dinner will be held Sunday, December 19. It is for the members and their families. Santa Claus will be there for the children.

He and Frank Gulari attended the Italian dinner at the Newark Pavilion Saturday evening. They had a very good time.

Sorry to hear that Mrs. Rita Vargas passed away last Monday evening. Mrs. Teresa, who has been in the hospital, is getting well. Mary Amaral is in the Mission Road Sanatorium.

Mr. and Mrs. Vierra and their baby daughter are now living on Watkins Street next door to Mr. and Mrs. John Bond.

Bernice Silveira and Kay Silveira attended the district council meeting in Oakland.

Mr. and Mrs. Manuel Abreu and son LaVern of St. Helena and Mr. and Mrs. Alfred Soares of Oakland visited Mr. and Mrs. Tony Borges on Saturday.

Friday evening Mr. and Mrs. Antone Rodgers attended an investiture of the Brownies in Hayward. They watched their granddaughter Gail Ann Rodgers become a Brownie. Gail is the daughter of Mr. and Mrs. Bob Rodgers of Oakland.

Mr. and Mrs. Cliff Rodgers and daughter Debbie spent four days at the home of Mr. and Mrs. Antone Rodgers.

Mr. and Mrs. Johnny Worley and their son Stevie left Saturday morning for Texas. Mrs. Worley is the former Phyllis Vierria of Creek Road.

Stanley Rose celebrated his seventh birthday last Tuesday.

**DECOTO NEWS**

One big holiday is over and we are hoping that everyone had as pleasant a day as we did. After watching two lovely parades on TV we motored to San Leandro for our turkey dinner.

Mr. and Mrs. Tony Janiero went to Lodi for Thanksgiving at the home of the Frank Woods.

Mr. and Mrs. Jack Luna joined a family reunion dinner at Alvarado.

Driving to Hayward to dine with relatives were Mr. and Mrs. Clarence Lee.

Guests from Walnut Creek, Santa Clara and Berkeley were among those present for a family dinner at the Borges home.

Howard and Rose Vincent with daughter Judy and grandfather dined quietly at home.

George and Julia Fields had as guests Flora and George Fields of Placerville, daughter

Phyllis, and Josephine and Tony Bernard.

The McFarland family of Mar

Railroad Avenue spent Thanksgiving weekend in Richmond.

The John Garcia family of 10th Street held a family dinner for the holiday.

Dining in Hayward with their families were the Tom Garcias, Gregory and Lorie.

Carol Finley and friend Yolanda, always together, managed to get their cases of mumps almost at the same time. Both have recovered.

The Brownie meeting held December 4, was a barbecue at the home of leader Francis Finley.

Girl Scout Troop 283 motored to the Girl Scout cabin in Hayward recently to enjoy a meal prepared by the girls and supervised by the mothers attending.

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**ALVARADO NEWS**

By Patricia M. Noia

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If any of you are interested in the National Guard you are welcome to come and visit a meeting. Meetings are held every Tuesday night from 8 o'clock till 10:30, and don't forget to look for Charlie Chatter every week. So long for now.

We have brought many honors to Centerville. We were awarded the Adjutant General's Trophy for showing the most progress in 1954. We were also awarded a Trophy for winning the soft-ball championship at camp last summer. Our basketball team did very well last year and is reorganizing this year.

We expect to play a game with them in the next month. We will have more news on the team as they get in shape.

Boss of C Battery is a Centerville man. He is Capt. Thomas C. Brackett, of Cerritos Avenue.

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If

## Township Calendar

Dec. 10—Decoto PTA Turkey Whist  
Dec. 13—BPW  
Catholic Daughters Job's Daughters  
Dec. 14—Newark School Board Women's Improvement Club  
St. Jude YLI  
Dec. 15—K of P  
Native Daughters Betsy Ross  
American Legion Dist.  
Dec. 16—Newark Rec. District  
De Guadalupe YLI  
Dec. 17—Rotary Club's Annual Night Christmas Party  
Silver Star Reb.  
Dec. 18—Lions' Annual Children's Christmas Party at Center Theatre  
Dec. 20—Theta Reo  
Druids Circle  
Eagles' Aerie  
Dec. 21—Junior YLI  
Calif State School Employees  
Pocahontas Native Daughters  
Laura Loma  
Dec. 22—St. Anne's Confraternity  
Maccabees  
Dec. 23—Odd Fellows  
Catholic Women, Niles  
Wash. Twsh. Jr.  
Woman's Club  
Dec. 24—Newark Cub Pack  
Radio Club of Today  
Township Sportsmen  
Alameda Firemen's Association  
Neighbors of Woodcraft  
Dec. 27—Job's Daughters  
Catholic Daughters  
Eagles Auxiliary & Aerie  
Dec. 28—St. Jude YLI  
Alvarado Farm Home Dept.  
Dec. 31—S.E.S. New Year's Eve Dance  
Jan. 3—Boy Scouts  
Theta Rho  
Eagles Aux. & Aerie  
Jan. 4—Junior YLI  
Pocahontas Native Daughters  
Laura Loma  
Decoto C of C Newark PTA  
Women's Club N.S.G.W.  
Jan. 5—K of P  
Native Daughters Betsy Ross  
Jan. 6—DeGuadalupe YLI  
Alvarado PTA  
Jan. 7—Adult Girl Scouts  
Silver Star Rebekah  
Jan. 10—BPW  
Eagles Aux. & Aerie  
Catholic Daughter  
Job's Daughters  
Jan. 11—Newark School Board Women's Improvement Club  
St. Jude YLI  
Jan. 12—Newark C. of C. Eastern Star  
Jan. 12—Irvington Fire Dept.  
Jan. 13—High School P.T.A.  
Auxiliary  
Odd Fellows  
Newark SPRSI  
Wash. Twsh. Jr.  
Women's Club.

Cotton, valued at \$23,945,863, was the fourth most valuable export commodity shipped thru the San Francisco Customs District in 1953.



Gifts & Greetings for You—through  
WELCOME WAGON

from Your Friendly Business Neighbors and Civic and Social Welfare Leaders

MRS. KAY KORELL, HOSTES  
PHONE NILES 7695

## Niles & Otherwise

By MARIE BENECASA  
Now living in San Jose, is Mr. and Mrs. Daniel Michael Felice, the former Diane Adele Mento of Glenmoor Court, Centerville.

**Richard Brunelli**, of Oak Street, Centerville, will celebrate his birthday December 9.

**Joe Ferry**, of Mint Barber Shop, on First Street is reported being very ill, and is at the San Jose Hospital.

**Mrs. Edna Costa**, of Tyson Lane, spent the whole day at the Centerville Grammar School helping with the ear test.

**Elsa Marie Thomsen**, 21, of Irvington, and James Grayson, 23, Navy Medical Corpsman, of Treasure Island, have announced their engagement. Elsa is the daughter of Mrs. Iver Poulsen, of Olive Avenue.

**Robert Gilmore**, of Third Street, is home from the hospital and back to work.

**Mr. and Mrs. Jacob Hoffman**, of Centerville, formerly from Richmond, recently were given a surprise party at their new home, by relatives and friends. Buffet supper was served by Mr. and Mrs. Raymond Gwazdow, Mr. and Mrs. Richard Hoffman and Mr. and Mrs. Clifford Hoffman, children of the senior Hoffmans.

**Mrs. Delores Larralde**, of Chicago, visited the Boliba family in Decoto, Niles, is the sister of Joe Boliba, of Niles.

**Marriage licenses** were issued to: Jerry Ronald Avilla, 24, of Centerville and Doris Faye O'Brien, 18, of Hayward; Joe Henry Armknecht, 20 and Mary Louise Castro, 18, both of Decoto; Joseph Anthony Rodeck, 25 of Newark and Novita Elaine Shimko, 17 of Hayward.

**Mrs. Mary Amarant**, of Niles, is being treated for a mangled hand. Stitches were required and she is staying with her daughter, Mrs. Mae Olivera.

**Visitors** at Mrs. Ida Vargas' of Third Street Sunday were: Mrs. Emily Silva and Clarence Lawrence, of Castro Valley.

**Mrs. Eleanor Furtado** of Niles Road is nursing a bad cold.

**Carol De Giulio**, of Second and Hillview, daughter of Mr. and Mrs. Louis De Giulio, was rushed to San Jose Hospital, Tuesday night for an appendectomy. She was operated on by Dr. Grau.

**Mr. and Mrs. Liborio Tapia**, of Irvington, are proud parents of a baby boy.

**S. P. R. S. I.** Local 79 had their meeting, Wednesday. Mrs.

Wilhelmina Andrade, made the cake and coffee that was served.

**Mr. and Mrs. Engracio Lecias** of King Avenue is giving a turkey dinner to the lettuce crew boys.

"**Voice of Portugal**" Local 6, will have its Christmas meeting on December 12 at 1:30 p.m. there will be no exchange of gifts, but a "Charmarita" will follow the meeting, also an accordian solo by Miss Alice Andrade.

**Pride and joy** of Diane Rose, of Second Street, is a cute little puppy, "Tippy" given to her by Joe Boliba, of Niles.

**Mr. and Mrs. Darby Tondaz**, formerly of Kisen Ranch, Sunol are now residing at 621-5th Street, Decoto.

**Just received word** that my son, Pfc Jerry Powell, still stationed in Alaska, will not be home next week, but will be discharged in January.

**Mrs. Rose Norris**, of South Main Street, Centerville entertained twelve guests.

**The Women's Association** of the Centerville Presbyterian Church, will hold a Christmas tea, at 1:30 p.m. December 8, at the Church. A Christmas musical program will be given by Mrs. Don Wolfe.

**Mrs. George Pekota**, of Stenhammar Drive, Niles, arrived by plane from New Jersey, where she spent three weeks visiting her father, who is in the hospital.

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who were in the selected vocal group were: Martha Omaiza, Grace Gellerman, Jean Secada, Jerry Myers, Becky Leach, Marlene Lewis, Marlene Dutra, Diane Dittmar. The selected vocal group call themselves "The Choralen" and are conducted by Dwight Thornburg. His wife Harriet, is the conductor of the Girls Glee Club.

**Susan Nielsen** of 151 Stenhammar Drive, celebrated her tenth birthday Saturday with Jenelle Loucks, Carol Dalton, Barbara Musick, Susan McKiernan, Jeanine Lewis, Darl King, Jane Mellow, Kathleen Turner, Bonnie Mattox, Karen James, Walter White, Toby Miller, Petria Kirkpatrick, Dorla Mae Lange and Skipper.

**Games and prizes** were held.

Susan's aunt, Mrs. James Nielsen and her son Jimmy, from Livermore helped the entertainment by showing movies, and were assisted by Pat Nielsen, and Donna Loucks and Annette Rebegliati. Dancing, cake and all the trimmings were held.

After the party, the adults cleaned up the busted balloons etc., had a party of their own with Mr. and Mrs. Ernest James of Hayward and Mr. and Mrs. James Nielsen of Livermore.

**Mr. and Mrs. Alfred Andrade**, of Tyson Lane went to San Diego, visiting friends and motored to Tijuana.

**Judge Joe Silva** and Mrs. Silva, Mr. and Mrs. Lucky Geiggs and Sally, from Brentwood, spent the holidays with their parents, Mr. and Mrs. A. Furtado and Mr. and Mrs. F. George of Centerville.

**S. P. R. S. I.** Local 4 held its monthly meeting December 2, with a good attendance. This was a pot luck lunch. Mrs. Rose Freitas was honored with a birthday gift. Slated for next meeting will be a card party and refreshments will be served.

The public is invited to attend. Officers and members

wish a speedy recovery to Mrs. Mary Furtado and Mary Moura.

**S. P. R. S. I.** Local 84, of Warm Springs will have a Christmas Party with the exchange of gifts, December 12.

**Mrs. Elvira Vargas Enos**, of Norris Road, Centerville is very ill, due to an accident.

Using a machine from Italy, the clay-filled molds are shaped under pressure at the rate of more than nine minute. The scraps and trimmings are returned to the clay hopper, to be used again. The molded tile or brick, called "greenware," is placed on racks for drying.

Thorough drying is very important in keeping the finished product perfect. Interlocking roof tiles are dried 20,000 at a time in a recently-built radiant-

heated drying room. Brick and drain tile greenware is placed in drying tunnels where waste heat from the kilns speeds the job.

According to William Pessagno, the tile or brick starts as clay dug from land in the rear of the factory. This is ground along with kiln scraps, and then screened and mixed with water. The mixture is run through a de-airifier, which removes all the air, making the resultant ribbon of clay more flexible.

Proceeding on a moving belt, the clay is cut to size, and placed between plaster-of-paris molds. These molds must frequently be replaced, so they are made nearby in the plant.

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drain tile greenware is placed in drying tunnels where waste

heat from the kilns speeds the job.

When completely dried, the greenware is moved into one of the three down-draft type kilns. They are baked, using gas heat, for over 100 hours, at 1850 degrees.

Four days later the kiln will be cool enough to remove the finished tiles and brick, ready for shipment.

It is hard to see any resemblance between the red fired-clay and the un-mixed clay being dug outside.

Interlocking Roofing Tile is installed by Gene and Nick, while William keeps the plant operating at peak efficiency. The Pessagno hand work has made this an enterprise well known in the Township for Twenty-seven years.

When San Francisco's Palace Hotel reopened after the 1906 fire, the key to the main door was sent aloft, hitched to five balloons, which drifted out to sea.

## Inside Township Industries

By Harriet Gittings

The Interlocking Roof Tile Company is a family affair. Located one mile North of Niles on Highway Nine, the plant produces over 500,000 pieces of drain tile, brick and roofing tile yearly.

Owned and operated by William, Gene, and Nick Pessagno, the plant was established by their father in 1927. It now operates the year around and employs five men, besides the Pessagno.

The story of Interlocking products might be titled "Clay to Completion; Dirt to Drains, in Eighteen Days!" That is the length of time necessary to turn out a batch of brick or tile.

Many examples of Interlocking Roof Tile can be seen all over Northern and Central California as well as Nevada. Alameda County and Washington Township have numerous shopping centers, medical buildings and homes topped with the tile.

The tile design originated in France, and it is used extensively in Europe. One special advantage to the design is that it is installed without nails, and a single tile may be removed and replaced, if necessary, click!

**Best Wishes**

TO

## BERKELEY SAVINGS & LOAN ASSN.

in their beautiful new offices.

**John S. Oliveira**

INSURANCE

2077 Thornton Ave., Newark  
Ph. Newark 3-3897

## NILES INDUSTRY—AN IMPORTANT CONTRIBUTION TO WASHINGTON TOWNSHIP PAYROLLS



And now Niles wage earners can earn more on savings, too, at Berkeley Savings.

For more than thirty-two years Berkeley Savings has helped people save with safety.

Now — for the convenience of Niles residents and others in Greater Washington Township, Berkeley Savings' newest office will open in Centerville on Saturday, December 11th.

Come, see us and learn how we are geared to the needs of this rapidly growing community.

**EARN MORE WITH SAFETY**

**3%**  
PER ANNUM  
CURRENT RATE

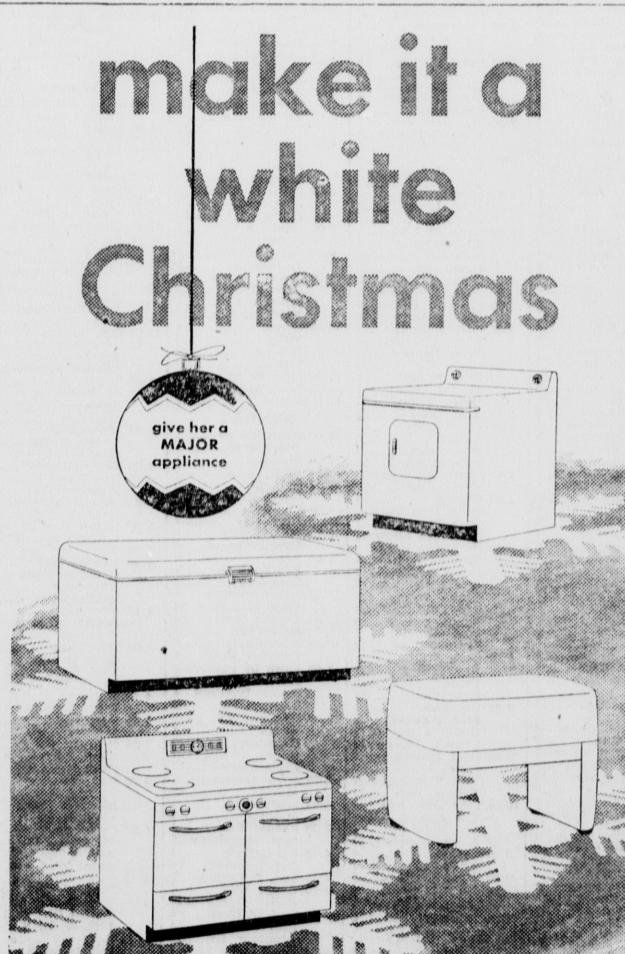
**YOUR ACCOUNT  
INSURED  
UP TO \$10,000**

**BERKELEY SAVINGS  
AND LOAN ASSOCIATION**

168 SOUTH MAIN STREET -- CENTERVILLE

Telephone Centerville 8-8355

Fred Richardson, Manager



Which of these white work-saving beauties has she been dreaming of? A gleaming, automatic washer—or drier? A freezer? An ironer? An automatic range? Here's your chance to make that dream come true—and solve your own problem of "what to give her for Christmas"! Every woman knows that today's modern appliances mean more free time and less work. And with P. G. and E.'s low rates, you pay so little to run them. Why not do that Christmas shopping today—at your appliance dealer's. Make it a white Christmas... with a gleaming, white, wife-saving appliance!

Gas and Electricity are cheap in California!

**P.G. & E.**

Pacific Gas and Electric Company

160-W-1254

MRS. KAY KORELL, HOSTES  
PHONE NILES 7695

Entered at the Post Office at Centerville, Alameda County, California, as Second Class Matter. Subscription Rate, in advance, \$3.00 per year.

### FAIR PLAY AT NILES

Decision of the Niles school trustees to have another look before acting on charges against the administration should be hailed as a proper move by anyone concerned in the affair.

Parent dissatisfaction with what children are taught, book-wise and discipline-wise, is a common phenomenon in most regions. It is easy to pick fault, not so easy to suggest remedies which are both practical and legal, for schools are bound about by a network of laws, rules and regulations.

In the case of Niles, the superintendent himself was the first to ask for an impartial evaluation of the teaching and the administering. This is to be performed by the California Teachers Association, an organization which is both qualified and impartial.

If there are deficiencies at Niles, the CTA will see what they are and make the appropriate recommendations to correct them.

After all, that's what every parent and every taxpayer wants: the best possible public schooling for our youngsters. And criticism is good only if it accomplishes that — not if it disrupts a school system.

### BUSINESS OUTLOOK

The men with the crystal ball are predicting that the upward trend in American business will continue, but that gains will not be spectacular.

Business leaders polled by Dun & Bradstreet look for 1955 to be better than 1954. And an official of Babson Reports says that the first half of 1955 is expected to be very good with some slackening off in the latter part of the year.

In the Dun & Bradstreet survey, 56 percent of the executives contacted anticipate higher sales in '55, with only 13 percent on the gloomy side. Fourteen percent say they expect to increase their work forces next year, while only half that number expect to cut. The great majority — 79 percent — do not look for any change in their employment volume.

High level activity in the building industry, a rise in steel production, the output of something above five million cars — maybe almost six million — are the vital factors for an optimistic outlook.

### JOBLESS PAY FRAUDS

How are the jobless pay chiselers going to be stopped?

Governor Goodwin Knight wishes he knew the answer. So does State Director of Employment William A. Burkett.

A year or so ago, the governor appointed Burkett, then one of the severest critics of the jobless pay frauds, to the Employment Department post. But, although Burkett declares that administrative errors, the loss through fraudulent claims, have virtually been eliminated, the loss through fraudulent claims may set a record of thirty million this year.

Since a total of one-hundred and forty-eight million is expected to paid out this year, approximately 20 percent of it, by present spot check indications, will be on phony claims.

So, again the question: How are the jobless pay chiselers going to be stopped?

The only way, it seems to us, is to make the penalty for this offense so severe that few will risk it. If a stiff prison sentence were automatic on conviction there would certainly be a marked decrease in fraudulent claims.

A get-tough policy is definitely in order. The chiselers are eating into the unemployment reserve fund and are taking money which rightfully belongs to legitimate claimants. It is not inconceivable that continued large scale fraud could so weaken the reserve fund as to bankrupt it.

### THIS WAR WILL SAVE LIVES

One segment of the United States Government has entered a war that will find popular support among the people because it is designed to save both lives and money. The battlefield will be the nation's streets and highways and the goal will be conquest of the growing toll of human lives and property loss resulting from traffic accidents.

Last year (1953) a total of 38,300 men, women and children were killed in traffic mishaps, and the economic loss, including property damage, hospital and medical expense and other costs, was placed at 4 billion dollars. Most of it could have been prevented.

The President's Action Committee for Traffic Safety has taken the initiative in a war of prevention by setting aside December 15 as Safe-Driving Day when drivers and pedestrians alike will be called upon to observe all written laws governing traffic, and the unwritten laws of courtesy on the streets and highways.

Strict observance of Safe-Driving Day by all drivers and pedestrians will without doubt cut the traffic toll for that day. If the toll can be reduced on one day of the year by strict observance and enforcement plus courtesies it can be held to a minimum on all other days of the year by the same methods.

Safe-Driving Day could well be extended into a Safe-Driving year.

### The Editor's Cornered

By STUART NIXON

Now comes the time of year when you can't read the magazines for the subscription inserts.

Getting set for its Christmas, the Centerville, the Merchants Association last week ran into the protective tariff. Seems they wanted Santa's helicopter to land on the high school football field. But this meant

insurance for the school. And only Lloyd's of London handles such weird policies. Lloyd's of London is an English outfit. And public schools are barred from dealing with foreign firms. Hence no soap, Washington Hi. Ah, the law!

Remember the story about Robin Ray and her layaway canopy bed at Mission Maple House? Well, Robin's little brother, Stephen, 5½, wasn't going to let any ole girl get ahead of him. So now Stephen has a nickel riding on a \$29.95 rocker himself.

Maurice Marks just got back from a long trip East. He says he took in a Rotary meeting in Havana (this is East?), and the best thing about it was he and the Mrs. couldn't understand a word.

A little boy we know wrote Santa, via the Henry J. Kaiser flight over the North Pole, and told Old White Whiskers he wanted a streamliner train, just like they have at Pond's for \$1.98. Take notice, St. Nick — and Wally.

**Speaking of toys, stay out of Sears & Houston if you don't want to spend the afternoon. Wes has more toys than he had last year which is more than most big city stores.**

Joe Ferry, Niles barber for half a century, is very, very sick in a San Jose hospital. Went there last Tuesday. Joe is one of the old school and everyone misses his curbside greeting.

Sad story (or it-comes-to-all-of-us): the want-ad columns are carrying the heart-rending news that Gene Manning's 1939 LaSalle, a familiar sight around Fremont & Martha, is up for grabs. Smithsonian Institute please note that Gene only drove it on Sundays and kept it up on blocks the rest of the year.

If you cafe workers must pour two pots of coffee together, I wish you'd do it under the counter. It makes my coffee taste bad, when I think of the dredge of two pots poured into my cup.

The good condition of Decoto Road is almost worth dodging all that equipment since last summer.

Scoutmaster Jim Heller told this one: he had some of his Irvington boys on a first-aid competition at Los Mochos. They came upon a 'victim' who was supposed to have fallen out of a tree. Turned out to be Gus Robertson, the Irvington school principal. Whereupon the young Samaritans knocked off to discuss why they shouldn't put Robertson out of his 'misery' and cause a school holiday.

Was I glad to discover that the reason some TV stars can dance and sing without becoming breathless is that their voices are recorded.

So long . . .

Hillview PTA Hears Of Salvage Drive

The executive board of the Hillview Crest P. T. A. met at the home of Mrs. George Reynolds, on Wednesday.

President Mrs. George Reynolds gave a report on the recent P. T. A. salvage drive. Total amount was 2489 pounds, with Mrs. Merten's 4th grade winning the poundage prize. They were given a party on December 2, with room-mothers Mrs. Helen Wilson, Mrs. Mary Hunter and Mrs. George Reynolds acting as hostesses.

There is approximately one telephone for each 100 persons in Australia.



### Sheriffs Nab 2 Robbers Here

Sheriff's deputies early Saturday captured two strongarm bandit suspects who attacked a San Jose service station attendant and escaped with \$163.

Wayne Thomas, 26, and his brother, Donald, both of Patterson, were halted at a road block thrown up by sheriff's deputies Richard Hess and Leroy Pierson of the Washington Township Substation.

The suspects offered no resistance. They were stopped a mile south of Niles on Highway 17.

The brothers, according to the deputies, were fleeing after assaulting and robbing Paul D. Spaulding, 26, of Santa Clara, attendant of the station at First Ave. and the Bayshore, San Jose.

Spaulding was treated for severe lacerations.

### Rotary Dinner Is December 17

An informal "roving reporter" treatment will be given members of the Rotary Club and their ladies at the service club's annual Christmas Dinner scheduled for December 17 in the International Kitchen.

This announcement came today from Maurice Marks, program chairman for the affair who explained a "reporter" will roam the tables with a microphone.

Marks said the evening's speakers will be Dr. and Mrs. Will Lamoreux of Niles, discussing their recent trip to Europe.

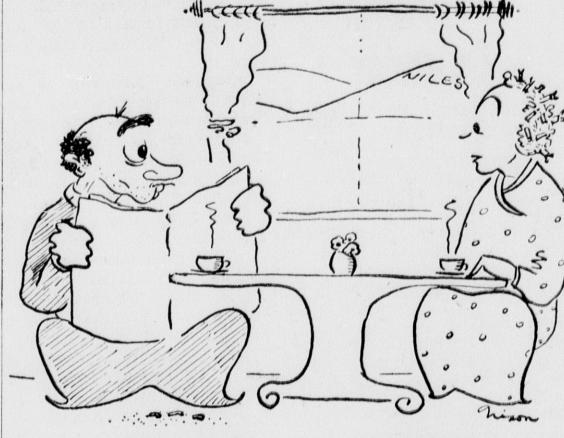
The party starts at 6:30 p. m. and the dinner at 7:30. Dancing is scheduled.

December 9, 1954

NEWS-REGISTER

Page 24

### Township Tom...By Nixon



"I see the merchants are bringin' Santa in by helicopter. Must be a hint to pay Christmas bills by airmail."

have it would be a problem." Mrs. Betty Evans, Route 1, Box 474A, Niles.

"I like Christmas caroling, and we could use a Santa closer than Hayward or San Jose." Mrs. Evelyn Machado, P.O. Box 81, Warm Springs.

"I guess it would be nice to have them all together. The auditorium or football field at the high school would be better than the grammar schools." Mrs. Carol Andrade, 1051 Granger Avenue, Alvarado.

"In my former home-town everyone contributed a small gift for each child, and they were given out grab-bag style by a Santa around a large tree. That way there was a gift for each child attending." Mrs. Gaye Mayo, 705 Cherry Road, Newark.

"It would be a good idea to have it in Centerville, and provide entertainment for grown-ups and children too." Mrs. Mary Foote, 633 3rd Street, Niles.

"The idea sounds wonderful. Anything that brings the communities together would be worthwhile. We've enough talent in this area to do it." Mrs. Helen Kohler, Irvington.

"It would be alright, but I think the churches should be in charge." Mrs. Ruth Horn, 741 Thornton Avenue, Newark.

"It sounds like a good idea to have it for all of Washington Township." Mrs. Gladys Mintun, 1166 Albany, Decoto.

### TOWNSHIP TOPICS

By HARRIET GITTINS

**This Week's Question:** Are you in favor of establishing a Township-wide Christmas celebration? Have you any suggestions for its location or who should participate?

"I think carol singing with a community church service would be nice." Mrs. Jane Boatman, 239 Olive Avenue, Mission San Jose.

"There are always so many school and church programs it would be hard to find time for it, but people would attend if it were big enough." Mrs. Frances Bates, 565 Roberts Avenue, Irvington.

"I think it would be very nice. Small communities should get together more and join in the celebrating." Mrs. Bonnie Dinsmore, Alder Avenue, Centerville.

"That would be alright. The churches should be in charge." Mrs. Rachael Gillette, 440 Norris Road, Centerville.

"Yes I'm in favor of one, but it depends on how it was financed. If it included the schools it would be well-attended." Mrs. Marie Berney, 1819 Lafayette, Decoto.

"I think that would be a good idea, but what or where to

### TV-DIAL-O-LOGUE

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KRON-CHAN 4  
KPIX-CHAN 5  
KGO-CHAN 7  
KOED-CHAN 9  
KOVR-CHAN 13

WEDNESDAY

7:00 Pano Pacific 5  
8:00 Today 4  
9:00 Playhouse 4  
10:00 Abbott-Costello 5  
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2:00 Big Payoff 5  
3:00 Secret Storm 5  
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5:00 House Party 5  
6:00 Big Payoff 5  
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6:00 Big Payoff 5  
7:00 House Party 5  
8:00 Abbott-Costello 5  
9:00 House Party 5  
10:00 Abbott-Costello 5  
11:30 Abbott-Costello 5  
12:00 Big Payoff 5  
1:00 House Party 5  
2:00 Big Payoff 5